A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

December 5, 1966

U.S. mission reports vigorous trade interest by Bulgaria, Hungary

International Trade Winds Newsletter

Company News

BANKING—The International Bank of Commerce, a wholly-owned subsidiary of the National Bank of Commerce, Seattle, Wash., has opened an office in the British Crown Colony of Hong Kong. The new bank will be located in Hong Kong's Western District, and is National Bank of Commerce's fourth international office. The Seattle bank was the first in the Pacific Northwest to open an overseas office.

CONSTRUCTION ENGINEERING—Badger Co., Inc., Cambridge, Mass., has formed a new subsidiary, Badger South Africa (Pty.), Ltd., located in Johannesburg. Badger N.V., another subsidiary, has been awarded a contract for the engineering and construction of a lube oil complex for Shell Oil and BP South African Manufacturing Co. (Pty.), Ltd.

MANAGEMENT—Middle West Service Co., Chicago, has contracted with Central Electricity and Water Corp., Khartoum, Sudan, to work out new methods for Central's rate-making, accounting, and other management practices. Three American consultants are spending 14 weeks in Khartoum on the project.

FOOD PROCESSING—Agricultural Products Refining Corp., New York, has recently formed a Sudanese subsidiary, Agricultural Products Refining Co., Ltd., with headquarters in Khartoum. The new firm will construct a grain sorghum processing plant at Khartoum to produce starches, glucose, dextrose, vegetable oils, and animal feed by-products. Union Starch and Refining Co., Columbus, Ohio, will also provide technical and management assistance on the $4 million project.

DESALTING—The National Bottling Co., Al Khobar, Saudi Arabia, a franchisee of Pepsico International, has purchased a water desalting plant with a capacity of 12,000 gallons daily from Ionics, Inc., Watertown, Mass. The unit will be an integral part of a new Pepsi-Cola bottling plant.

The San Antonio Trade Mission to Spain appointed a distributor of golf putters in Madrid and members are negotiating four separate joint venture licensing agreements for a variety of services.

80 local companies have started the first American Chamber of Commerce in Morocco. The chamber is the first of its kind in Africa and the Middle East. First President, Alfred Cutler, Managing Director of General Tire, says most potential for U.S. businessmen is in tourism, food processing and fertilizer production.

Sales of $50,000 to $75,000 in the next year have been forecast in Italy by the Lavamatic Division of Westinghouse, after a private show in the Milan Trade Center lounge. Two subagents also were appointed to handle laundry and dry cleaning equipment distribution.

Can you make money when 98% of a market isn't ready for your advanced equipment? According to IDL Instrument Development Laboratories they sold $20,000 off the floor in the Milan Trade Center and expect colorimeter/spectrophotometer/computer equipment sales of $120,000 in 12 months, all at a profit.

12 window displays of U.S. products and 7 between-the-shows promotions are scheduled for early 1967 in the London Trade Center. Any representative of a U.S. manufacturer or service business may use window space or between-the-shows facilities at any of the six U.S. Trade Centers.

"Industry Meets Industry" sessions brought Japan aircraft manufacturers together with their U.S. counterparts at the Aviation Equipment show at the Tokyo U.S. Trade Center. Reports: "We met all the key people," L. G. Criddle, vice president and general manager, United Controls Corp.; "This was excellent exposure--I surely got my money's worth," Nathan Adler, general sales manager, Pekay Abrasives, Inc.

U.S. manufacturers interested in having their plants visited by foreign businessmen can be listed in a forthcoming edition of "Plant Tours," a booklet published by the U.S. Travel Service's Visitors' Service Division, 1666 Connecticut Ave., N.W., Washington, D.C. 20009. This booklet is supplied to overseas offices of the U.S. Travel Service and to the offices of travel agencies, air lines and other tourist services abroad.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for the detailed know-how and analysis in our regular news columns.

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Expressions herein from private sources are meant to stimulate thought toward the solution of problems confronting the international businessman and to provide constructive suggestions, but they are personal opinions. Contents of this publication are not copyrighted unless so indicated. Noncopyrighted materials may be reprinted freely. Mention of source will be appreciated. Use of funds for printing this publication approved by the Director of the Bureau of the Budget on June 17, 1966.

the cover

Appointments with commercial officials in Hungary were awaiting a U.S. Trade Mission as this picture was taken in Budapest. Mission director Robert E. Simpson is at left; others pictured, from right, are mission member Sheffield T. Abood, Theodore C. Nelson, U.S. Economic Officer in Budapest, mission consultant Michael Pertschuk, and mission member Charles Chapler. Reports from the Trade Mission to Bulgaria and Hungary are on pages 2-46.

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International Commerce

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Special Report

U.S. Trade Mission to Bulgaria and Hungary
Pages 2-46

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Latest data, for second quarter of 1966, shows rise from same period last year, but remains below 1964 level

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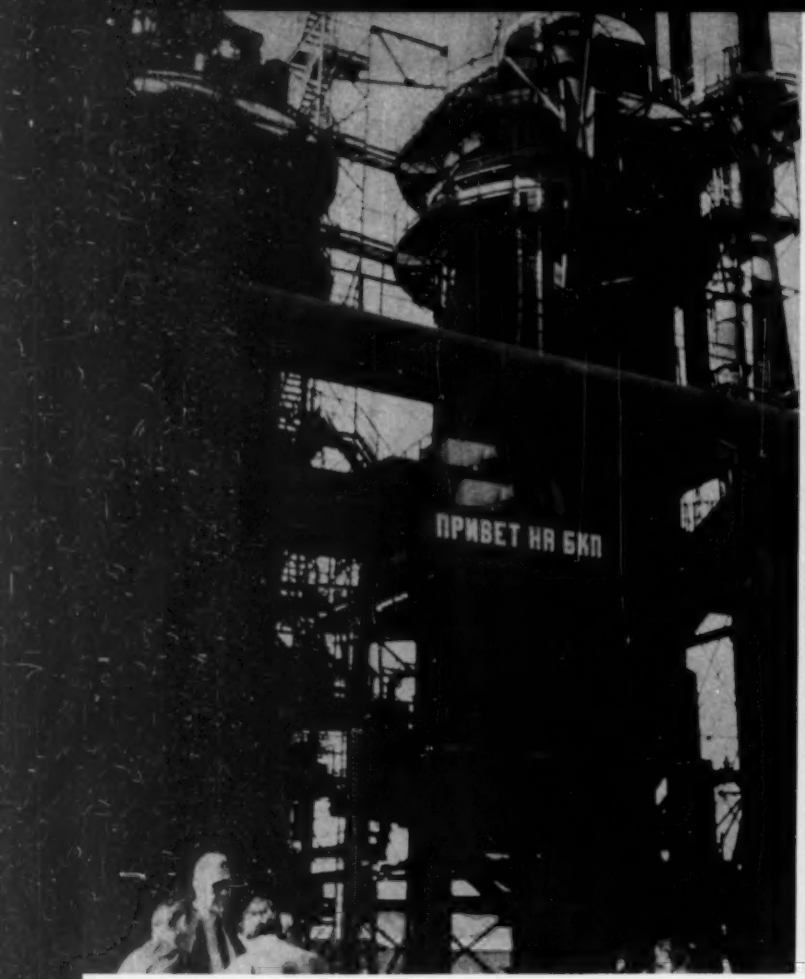


BULGARIA'S ADVANCING TECHNOLOGY was called to the attention of the U.S. Trade Mission members as they toured the Kremikovtsi Iron and Steel Complex. Petrochemical, textile plants were also visited.

BULGARIA'S MOVE TOWARD MANUFACTURES is typified by this forklift, demonstrated to the U.S. Trade Mission at the Plovdiv International Trade Fair. Trade Mission member Robert Hanson is at right.

TRADE MISSION REPORTS

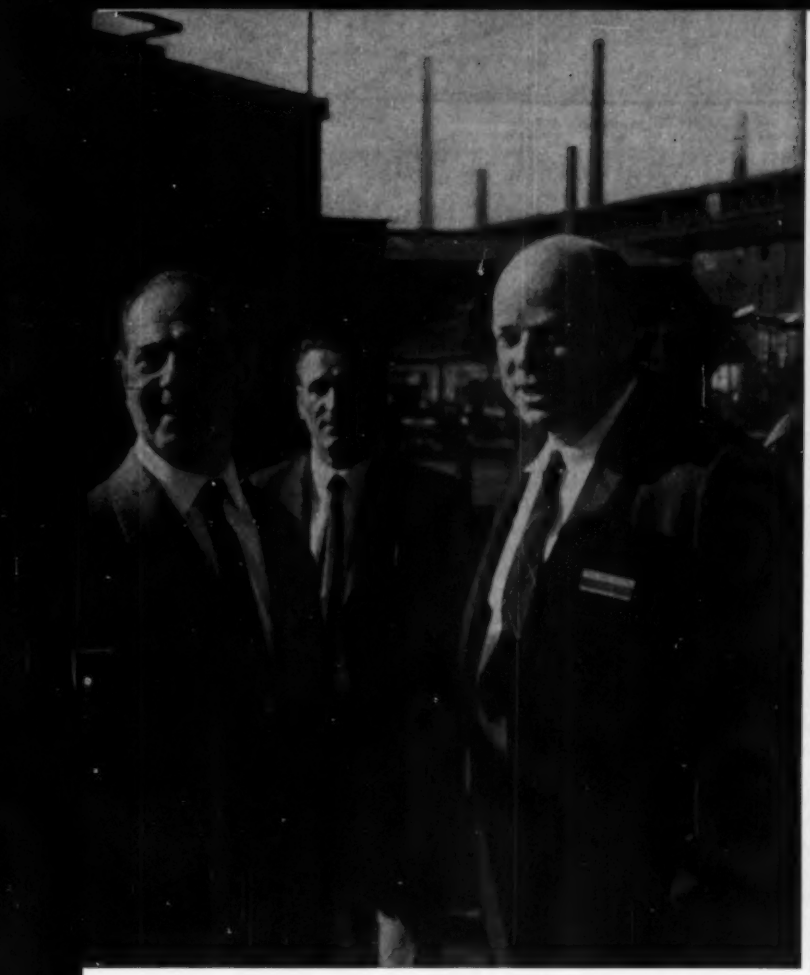
Interest in U.S. products high in Bulgaria, Hungary

In Bulgaria:

- Industrialization is key to trade
- Equipment, entire plants needed
- European competition strong
- Credit guarantees liberalized
- 'Joint ventures' sought

In Hungary:

- Market distinct but limited
- Industrial capacity growth has high priority
- Country needs cost-cutting machinery
- West's businessmen showing interest
- Sales to U.S. depend on Hungarian efforts



HUNGARY'S INDUSTRIALIZATION is spearheaded by production techniques of the massive Csepel Machine Tool Works in Budapest, where mission member Laton Henderson was greeted by officials.

HUNGARY'S DRIVE TO EXPORT, related to its potential for sales by U.S., includes promotion of pork products. Mission member Henderson is at right, in the cold storage plant of the Budapest Pig Slaughter House.

Vigorous interest in U.S. equipment, a keen desire for more information on possibilities for trade, and widespread eagerness for discussions with American business leaders are reported by a U.S. Trade Mission which returned last month from Bulgaria and Hungary.

The Mission, the first to be sent from the Commerce Department to these two countries, worked in Bulgaria Oct. 1-14, and concluded its stay in Hungary on Oct. 27. The Mission received a cordial and hospitable welcome in both countries.

The program in Bulgaria was arranged jointly with the Ministry of Foreign Trade and the Bulgarian Chamber of Commerce. It included meetings with officials of various ministries, banks, trading companies, and production enterprises, as well as a visit to the Plovdiv Fair and to the tourist complex being developed at Varna.

The Mission specially benefited from the enthusiastic welcome received a few days earlier by Senator Warren Magnuson, who came to Sofia and Plovdiv as the President's representative at the U.S. Pavilion of the Plovdiv International Trade Fair. Senator Magnuson, as Chairman of the Senate Commerce Committee, is directly concerned with U.S. trade policy throughout the world, and his visit commanded the attention of the most influential circles in Bulgaria. In extensive discussions with Prime Minister Zhivkov and other ranking leaders, he reviewed and explained America's views on its trade relationships with Eastern Europe. The warmth and good will generated by Senator Magnuson's frank and forthright presentation carried over to the Trade Mission, which followed him a few days later, and undoubtedly heightened the cordiality of its reception.

In Hungary, the contact with the Government was less extensive since the Chamber of Commerce was given primary responsibility by the Hungarian authorities for working with the Mission. In other respects the program paralleled that followed in Bulgaria. The Hungarian officials visited by the Mission were uniformly hospitable and cooperative. As in Bulgaria, the Mission had extremely useful sessions with the Hungarian Ministry of Foreign Trade at the beginning and conclusion of its stay.

The 45-page section that follows presents the observations and conclusions of the mission members. Additionally, public reports by mission members to business communities are being scheduled in various U.S. cities. For details, see notice on page 18.

Bulgaria, Hungary Trade Mission at a glance

MISSION DATES: In Bulgaria, Oct. 1-14; in Hungary, Oct. 15-27.

MISSION MEMBERS: From business: Sheffield T. Abood, Abood Tomato Corp., Ft. Pierce, Fla.; Bjorn Andersen, consultant, Maplewood, N.J.; Charles Chapler, Chaptex International, Inc., Lodi, N.J.; Robert M. Hanson, Giddings & Lewis Machine Tool Co., Fon du Lac, Wis.; and Laton M. Henderson, Dean Witter & Co., Chicago, Ill. From Government, Robert E. Simpson and Stephen M. Hirst, Office of International Regional Economics, U.S. Department of Commerce. Michael Pertschuk, staff counsel for trade regulations, United States Senate Committee on Commerce, served as Mission consultant.

SCHEDULE IN BULGARIA: In Plovdiv, attended International Trade Fair; visited Maritsa textile plant and Purvonets Collective, fruit and vegetable producer.

In Sofia, met with Chamber of Commerce, State Planning Committee, State Committee for Science and Technical Progress, and the following Ministries: Foreign Trade, Chemistry and Metallurgy, Machine Construction, Light Industry, Construction, Agriculture; and the Bulgarian Foreign Trade Bank.

Held discussions at the following trading corporations: Central Cooperative Union, RODOPA, PHARMACHIM, BULGARPLOD, CHIMIMPORT, MACHINOIMPORT, MACHINOEXPORT, TECHNOIMPORT, BALKANCAR, BULGARTABAK, INDUSTRIALIMPORT, NEFTOCHIM, TEXIM, AGROMACHINA, AND BULET.

Toured Balkancar plant where electric fork-lift trucks are produced, and the Kremikovtsi Iron and Steel complex.

At Varna and Burgas on Black Sea Coast, visited tourist area.

At Burgas, visited petrochemical installations.

SCHEDULE IN HUNGARY: In Budapest: Met with Chamber of Commerce, Ministry of Foreign Trade, Committee for Technical Development, and the following Government agencies: Organization for International Technical and Scientific Cooperation, National Bank of Hungary, Foreign Trade Bank, Ministry of Building and Construction. Held discussions at METRIMPEX, TUNGSRAM, HUNGAROTEX, ELEKTROIMPEX, ARTEX, LICENCIA, NIKEX, CHEMOKOMPLEX, KOMPLEX, TECHNOIMPEX, TANNIMPEX, MONIMPEX, TERIMPEX, FERUNION, MOGURT. Toured the Budapest Pig Slaughter House, Csepel Machine Tool Works, Meat Industry Research Institute, Food Industry Planning Institute, Institute for the Petrochemical Industry, Lang Machine Factory, and Research Institute for Agricultural Machines.

In Borsod, toured the Borsod Chemical Works; in Nagykoros, a canning factory; and in Kecskemet, a poultry processing factory.

MISSION REPORT: THE MARKET

Bulgaria eyes equipment

Nation's industrial needs include virtually all types of machinery, complete plants

By ROBERT E. SIMPSON
Mission Director

Rapidly industrializing Bulgaria offers modest but growing sales opportunities for U.S. equipment and complete industrial plants.

Traditionally an exporter of fruits and vegetables, Bulgaria has made rapid industrial progress since 1945. Plans for 1965-70 visualize total investment of more than $5 billion and expansion of existing plants or construction of new plants in a wide range of industries. Requirements for these projected facilities include virtually all types of industrial machinery and equipment.

At the same time, there are definite limits to the share of these requirements which U.S. exporters can hope to fill. Bulgaria trades with more than 100 countries, but the bulk of its more than $2 billion annual trade turnover is with the USSR and other nations of Eastern Europe. While this proportion is expected to go down somewhat in the coming years, the COMECON countries will remain Bulgaria's principal trade partners.

For the remainder of Bulgaria's trade, about one-fourth to one-third, strong competition will continue to come from Western Europe—led by West Germany. Furthermore, although Bulgaria's ability to pay for imports from the United States is not entirely dependent on its ability to earn dollars from exports directly to the United States, the country's willingness to do so is strongly influenced by its success in this respect.

Despite these cautionary factors, sales opportunities in Bulgaria are worth exploration by U.S. business firms interested in new markets. Given vigorous and sustained efforts by U.S. exporters to establish and maintain contact with potential Bulgarian customers, the present token trade between the two countries could increase significantly in the next few years. Assuming vigorous Bulgarian efforts to maximize her exports to the United States, there is a potential for much greater increases in the longer term.

Bulgaria in 1965 traded with 101 separate countries. Exports and imports were about balanced at something over $1 billion each. About 75% of this trade was with the socialist countries of Eastern

U.S. TRADE MISSION AT PLOVDIV International Trade Fair, a highlight of the group's two weeks in Bulgaria. The author of this article, Trade Mission director Robert E. Simpson, of the U.S. Department of Commerce, is at right.

WHAT THEY SAW: Crowds—almost one of every 12 Bulgarians visited the U.S. exhibit at the 22nd Plovdiv International Trade Fair. Sales of various U.S.-made tools at the exhibition are estimated at more than $400,000.

Europe, and over 50% of the total was with the USSR. Total trade, which is comparatively large in relation to population and is rising rapidly, doubled in 1960-65.

Traditionally a major agricultural exporter, Bulgaria has in recent years exported increasing quantities of industrial products, while her imports emphasize capital equipment to support her ambitious industrial expansion plans. The Bulgarian pavilions at the 1966 International Fair at Plovdiv revealed the increasing variety of Bulgarian industrial production. Plans for 1965-70 call for sharp growth, and for 50% of industrial production in 1970 to be in machinery, metallurgy and chemicals.

Imports of complete plants, an area in which U.S. firms have special technical advantages, are planned at about $350 million a year in the next five years. Because of their ambitious production goals, coupled with their drive to reduce costs and increase Bulgaria's export competitiveness, the national economic and trade authorities place high priority on obtaining the latest technology in the procuring of industrial plants and equipment. U.S. technological progress is widely recognized and respected, and for this reason many Bulgarian engineers and production officials desire American equipment.

The government also has made a major investment in tourist facilities, including several large hotel complexes on the Black Sea beaches, designed to attract foreign tourists. These resorts promise to become an important source of convertible foreign exchange to finance Bulgaria's imports.

Intensity varies

Bulgarian-U.S. trade in recent years has been negligible (see accompanying table)—a fraction of 1% of each country's total. The reasons are varied:

Numerous Bulgarian products—such as tobacco—face higher U.S. tariffs than the products of their Western European competitors.

Until recently, Bulgaria had a comparatively limited range of products, other than agricultural, suitable for export to world markets.

Bulgarian national export corporations have varied in the intensity with which they cultivated the United States market for imported products.

Finally, Bulgaria's strong orientation toward trade with the planned economies of Eastern Europe probably moderates somewhat the vigor of its sales effort in the West. In this respect, the conduct of trade under government-to-government long-term agreements which guarantee stable markets undoubtedly is more easily accommodated to Bulgarian planning procedures than attempting within a comprehensive production plan to antici-

What COMECON means

COMECON is the Council for Mutual Economic Assistance, an organization established by the USSR and the Eastern European nations in 1949 to promote economic integration of the entire area.

The objective was to coordinate economic planning and to develop bilateral and multilateral agreements on production and trade which would encourage some degree of specialized division of labor among the countries concerned in order to achieve the advantages of scale in production.

Over the years since 1949 the organization has negotiated a large number of agreements in this general area, many details of which have not been published.

While such arrangements obviously have a bearing on sales opportunities in these countries for particular types of products, there is at this time no evidence that the COMECON agreements now preclude, or are likely in the foreseeable future to preclude, sales of Western products to the member nations of COMECON.

pate the uncertain and changing needs of markets such as those of the United States.

On the other hand, many U.S. export firms have little contact or acquaintance with Bulgaria. Credit facilities for U.S. exports have until recently been sharply limited, and the export of some types of U.S. capital goods has been limited by U.S. export control regulations. Liberalization of both the credit facilities and the export licensing regulations was announced in October.

Want balanced trade

A further factor influencing trade with the U.S. has been the Bulgarian desire within broad limits to keep its trade balanced on a bilateral basis. While this has not been rigidly adhered to, as evidenced by the fact that U.S. exports have exceeded U.S. imports by a wide percentage margin in the last two years, the Bulgarian trade authorities have made it clear that they must give close attention, in considering future increases in purchases from the United States, to the possibility of comparable increases in Bulgarian sales to the United States.

The U.S. exporter interested in Bulgaria should pay special attention to the way in which Bulgaria carries on its export and import transactions. As a general pattern (and with some exceptions), there is for any given U.S. export product a single Bulgarian trading organization with responsibility for making all import purchases (see list on page 8). This organization is frequently affiliated with or a part of the state enterprise responsible for production of these or related items.

The trading organization has responsibility for contracting for any purchases to meet the needs of all users of the item in Bulgaria—consumers, factories, utilities or otherwise. In most purchases, the potential user collaborates with the purchasing organization in considering what equipment to buy and weighing the merits of foreign offers. In major decisions, the supervising government ministry will participate. If advanced technology is involved, additional staff organizations such as the Committee for Scientific and Technical Progress also participate.

This means that the U.S. firm wishing to offer a product or a complete plant must, if possible, make and cultivate contacts with both the prospective *using* enterprise and the *contracting* organization, and must be prepared for extensive negotiation in the process of reaching a final agreement.

The details of these purchasing arrangements, and their implications for the U.S. seller, vary from industry to industry and from product to product. They are more specifically dealt with by the business members of the Trade Mission in their individual industry market reports which follow. Businessmen visiting Bulgaria also may seek information and guidance respecting these arrangements from the Bulgarian Chamber of Commerce, 11a Aleksander Stamboliiski Boulevard, Sofia.

Most modern technology wanted

A second general point of importance for U.S. firms interested in selling capital goods in Bulgaria is the overriding priority attached to obtaining the latest and highest productivity technology available. The U.S. reputation for excellence in this respect is one of the important advantages enjoyed by American suppliers. It is probable that in individual instances the normal Bulgarian tendency to purchase from Eastern European sources under reciprocal import-export agreements may be over-ridden by the desire to obtain superior design, notwithstanding the absence of any compensatory feature which would directly generate offsetting U.S. imports to pay for the Bulgarian purchase.

This leads to a third general point of importance for would-be U.S. exporters: the tendency, reportedly of special significance in connection with major contracts such as complete plant installations, to ask a potentially successful U.S. bidder, as a condition of actually obtaining a contract, to undertake some form of commitment to accept, arrange, or otherwise generate new Bulgarian exports to the United States to pay for the purchase.

From Bulgaria's standpoint this is an understandable desire—to have its imports automatically stimulate exports—in short, a desire to pay in kind. From the U.S. standpoint, by contrast, it illustrates the problems entailed in the process of trade between a planned economy and a market economy, and which it will be necessary to solve in years to come.

This widespread Bulgarian policy raises the disturbing possibility that after conducting extended negotiations and incurring some substantial sales costs, a U.S. firm may be advised that its offer is superior from technical and cost standpoints but cannot be accepted until and

About a quarter of Bulgaria's trade is with West

1965

Country	Exports	Imports
	Thousands of dollars	
Overall total	1,175,811	1,177,925
Total with the West	199,198	279,966
West Germany	41,317	55,172
Italy	31,045	32,588
France	7,334	23,668
Benelux	6,194	16,451
Austria	11,787	25,296
Greece	17,975	7,611
Spain	7,185	3,004
Switzerland	2,203	6,938
United Kingdom	15,072	10,811
UAR	4,324	6,106
Ghana	5,363	1,997
India	7,787	5,797
Japan	6,099	10,884
United States	1,666	3,613
Canada	488	6,843
Others	33,359	63,187

unless the bidder undertakes or arranges an offsetting import transaction.

Such arrangements are not impossible and have been feasible in individual situations. Some U.S. firms will be able to accept such a requirement with ease. Presumably many other firms will regard such arrangements as unduly cumbersome and prefer to concentrate on foreign markets in which they are not needed. It must be emphasized, however, that this requirement is by no means universal. The Bulgarian authorities are flexible in arranging contracts; and other factors, such as highly prized technology, may well lead them not to press such a requirement in any given case.

Negotiating joint ventures

A fourth point is the active interest of Bulgarian producing enterprises in negotiating "joint ventures" with United States and other western enterprises. The concept of a joint venture is a broad one and may involve any of many different patterns of cooperation in a common effort to produce in Bulgaria and sell either in Bulgaria or elsewhere.

The contribution of the U.S. firm may be any combination of equipment and technology. The Bulgarian contribution may be labor and some combination of equipment, know-how, or raw materials. The return to the Western firm may be in product for marketing outside Bulgaria, or convertible leva in the event that the product is marketed for convertible currency by the joint venture itself.

To date there has been little experience with such arrangements—none apparently with U.S. firms. One of the larger known is a government-to-government arrangement with Renault of France to manufacture cars. Bulgaria reportedly is interested in a similar arrangement for trucks.

Such joint venture arrangements are closely analogous to the linking of imports and exports as previously described. In the export-import transaction, Bulgaria gets new export sales to pay for new imports. In the joint venture arrangement, Bulgaria exports product to pay for capital equipment and technology imported in a form of "investment."

In summary, Bulgaria offers worthwhile opportunities for new export sales to U.S. industrial equipment firms wishing to explore its markets more closely and educate Bulgarian import organizations as to the products it can offer. As is true of all markets, development of the Bulgarian market offers some special problems of its own which must be recognized and dealt with.

The close linking of Bulgaria's foreign trade to the COMECON countries of Eastern Europe means that these countries will remain indefinitely as Bulgaria's main suppliers and markets for capital equipment. But Bulgaria's trade with the West is expected to grow—in absolute terms, substantially—and the emphasis her planners place on high-quality modern equipment, together with the good reputation of U.S. products, offer U.S. suppliers a good chance to share largely in this growth.

In the reports which follow, the business members of the U.S. Trade Mission to Bulgaria—Messrs. Abood, Andersen, Chapler, Hanson, and Henderson—present a closer analysis of the market opportunities in individual industries.

U.S.-Bulgarian trade: trends in selected commodities

U.S. exports	*1963*	*1964*	*1965*
		Thousands of dollars	
Total	137	4,819	3,613
Raw cotton, excluding linters	—	2,621	—
Soy bean oilcake and meal	—	928	1,460
Grain, sorghums	—	—	483
Glassworking machinery and parts	—	—	384
Medicinal and pharmaceutical products	—	58	304
Meat and inedible fish meal	—	—	296
Inedible tallow	—	154	213
Cannery machinery and parts	29	215	—
Corn, excluding seed	—	654	—
Other	108	189	473
U.S. imports			
Total	1,195	1,177	1,666
Paprika	363	275	559
Cheese	230	276	426
Rose oil	242	280	272
Glass and glassware	15	36	100
Other	345	310	309

Bulgaria, Hungary eligible for credit guarantees

Bulgaria and Hungary are eligible for guarantees on commercial credits for their purchases of U.S. agricultural and industrial products.

Both countries are eligible for guarantees on commercial credits for purchases of U.S. agricultural products, on the basis of a Feb. 4, 1964, determination by the President that is in the national interest for the Export-Import Bank to issue such guarantees to these and some other East European countries.

Certain credit facilities also are available to Bulgaria and Hungary under Commodity Credit Corporation procedures for shipments of agricultural products. Under these procedures, the Commodity Credit Corporation will accept deferred payment on its sales of CCC commodities to these countries.

The President on Oct. 7 of this year determined that it is in the national interest for the Eximbank to issue guarantees on commercial credit to Bulgaria and Hungary—and to some other East European countries—in connection with their purchases of U.S. industrial equipment and services. Specific criteria and regulations which will govern such credit guarantees, however, have not yet been established.

Members met with trade officials, distributed U.S. firms' proposals

Some interest expressed before group left country; Legation to follow up, report on specific inquiries

By STEPHEN M. HIRST

Mission Trade Development Officer

The U.S. Trade Mission, visiting Sofia, Plovdiv, Varna, and Beirgas, Bulgaria, Oct. 1-14, carried 135 business proposals from U.S. firms. Before the members left the country, expressions of interest in some of the proposals had already been received.

HIRST

The Mission's activities in Bulgaria centered around discussions at various ministries and trading corporations. The Business Information Center set up by the Mission—usually a valuable point of contact with local businessmen—played little part in the operations.

Bulgarian foreign trade is organized into various trading corporations, each of which has a virtual monopoly on trade in its designated area. Therefore, Bulgarians are accustomed to negotiating from their offices, and they were not inclined to make appointments for discussions.

Distribute proposals

The mission decided that the most expeditious manner of publicizing the U.S. proposals was for the U.S. Legation to distribute the specific packets to the proper trading corporations and ministries and to follow-up and report.

A routing procedure was devised for each packet whereby it would receive maximum exposure to agencies having a possible interest. A follow-up and report, to be relayed to Washington, was scheduled for several weeks after delivery of the proposals. This will result in a delayed transmittal of the expressions of interest through the Bureau of International Commerce to the proposing firms.

The Mission's first order of business was a visit to the Bulgarian and American pavilions at the Plovdiv International Fair. Among the achievements of the Bulgarian economy on display were Bulgaria's justly renowned agricultural produce, a centrally coordinated city clock system and an automatically diagnosing electrocardiograph. The Mission's visit coincided with the closing ceremonies of the fair, and the Bulgarian Minister of Foreign Trade was present.

U.S. exporters should keep this exhibition in mind as a potential promotion vehicle for their products in the Bulgarian market. The fair in the past has been held biennially, but from now on it is to be an annual exhibition. Information on displaying at Plovdiv may be obtained by writing to George Ashworth, U.S. Information Agency (ICS/E), Washington, D.C. 20547. Area code: 202-383-4768.

Press conference

During the first days a press conference was held at which the Mission explained its purpose, some of the factors which have restricted our mutual trade, and ways in which such trade could be increased. Numerous questions were raised concerning U.S. credit and tariff policies, as well as opportunities for Bulgarian sales in the U.S. market and U.S. sales in Bulgaria.

The Mission met with several Ministries and Committees, toured a number of plants, and held discussions at about 15 foreign trade enterprises.

In the last week, numerous follow-up appointments supplemented conversations members had held with various agencies. These discussions were among the most productive held by mission members and more interest in proposals and opportunities began to appear.

How to get in touch with American exporters was a frequent query; the procedure was often quite unfamiliar to the Bulgarians. This points up the importance of the American exporter's providing ample product information and of taking the initiative in making contacts. The potential is often there once contacts are made.

Direct communication

U.S. firms interested in doing business in Bulgaria will be negotiating with the country's foreign trade enterprises. Direct contact with the appropriate organization is invited. Each is listed below, with principal lines of responsibility, and address. With one exception, as shown, they are located in Sofia.

AGROMACHINA: 5 Aksakov St. Export, import, home trade—tractors, agricultural machines, pumps and spares.

BALKANCAR: 5 Aksakov St. Exports electric trucks, hoists, batteries, motors, motorcycles and mopeds, parts; imports some automotive technology.

BULGARPLOD: 7 Stamboliiski Blvd. Export, import—fresh and canned fruits and vegetables, jams, fruit juices.

BULGARTABAC: 14 Stamboliiski Blvd. Exports tobacco and tobacco products.

BULGARTZVET: 10 Graf Ignatiev St. Exports flowers, seeds, wild game, live frogs and crabs, mineral water, porous rubber and leather wastes, works of art; imports seeds and consumer goods.

BILKOCOOP: 103 Rakovski St. Import, export—herbs.

BULGARCOOP: Central Cooperative Union. Exports wild game, fruits and vegetables, furniture, leather goods, handicraft products; imports consumer durables, foodstuffs, building materials.

BULET: 10 Graf Ignatiev St. Imports, exports, represents shipowners and brokers.

Bulgarian Corporation of Shipbuilding and Shipping: 5 Gourko St. Export, import—ships, boating equipment, handles chartered boats.

BURPRED: 10 Graf Ignatiev St. Representations on commission basis, barter transactions.

BULPHARMA: 10 Graf Ignatiev St. Representation and registration of pharmaceuticals.

CHIMIMPORT: 2 Stefan Karadja St. Export, import—chemicals, synthetics, medical instruments, photographic materials, tires.

CORECOM: 10 Graf Ignatiev St. Sells consumer items against foreign currency.

ELECTROIMPEX: 17 George Washington St. Export, import—electrical equipment, instruments.

HRANEXPORT: 10 Graf Ignatiev St. Export, import—seeds, grains, oils, foodstuffs, spices.

INDUSTRIALIMPORT: 3 Positano St. Export, import—textiles, fabrics, ready-made clothing, hosiery and knitted ware.

MACHINOEXPORT: 5 Aksakov St. Export machinery and parts.

MACHINOIMPORT: 2 Slavianska St. Imports machinery and parts, transport equipment, plants of various types.

NEFTOCHINA: 6 11th-August St. Export, import—petroleum and petroleum products.

PHARMACHIM: 16 Iliensko Chaussee. Export, import—Pharmaceuticals, essential oils, cosmetics.

PIRINIMPEX: 1 Tsar-Assen St. Export, import—skins, hides, furs, rubber products, leather and rubber shoes and boots, morocco-leather products, leather and fur clothing.

RAZNOIZNOS: 1 Tsar-Assen St. Imports various household articles, clocks; exports wood, wood products, construction materials, window glass, earthenware, postage stamps, hardware, carpets, toys, publications, records.

RODOPA: 2 G.-Genov St. Imports game, fish, meats, live animals, and other foodstuffs, consumer durables; exports meats, dairy products, poultry.

RUDMETAL: 1 Tsar-Assen St. Imports metal, sheet iron, coal and coke, precious stones; exports minerals, concentrates, ferrous and non-ferrous metals, marble and other quarry poducts.

TECHNOEXPORT: 16 Lenin Square. Exports factory equipment, complete plants.

TECHNOEXPORTSTROY: 17 G. Washington St. Executes technical projects and assistance.

TECHNOIMPORT: 2 Slavianska St. Imports complete plants, industrial equipment.

TEXIM: 21 Aksakov St. State enterprise for representation, exportation, importation; imports machinery, plants and equipment.

VINPROM: 19 Laveleye St. Export, import—wines and liquors.

Auxiliary enterprises of interest to foreign traders are:

Bulgarian Chamber of Commerce: 11a Stamboliiski Blvd. Coordinates foreign trade activities, does market research, settles disputes, publishes various publications.

Distribution of Films: 135a Rakovski St.

DESPRED: 2 Legue St. State freight handling enterprise.

General Board on Tourism to the Council of Ministers: 1 Lenin Square. Studies all problems related to tourists.

BALKANTOURIST: 1 Lenin Square. State Tourist Agency.

RODINA TOURIST: 1 Lenin Square. Organizes Bulgarian trips abroad.

TOURIST: 1 Lenin Square. Owns networks of hotels abroad and restaurants.

BULSTRAD: 102 Rakovski St. Bulgarian Foreign Insurance and Reinsurance Corporation.

BULGARKONTROLA: 11a Stamboliiski Blvd. Carries out inspections on order of foreign traded articles.

Patent and Trademark Office: 11a Stamboliiski Blvd.

Advertising Office: Bulgarian Chamber of Commerce, 11a Stamboliiski Blvd.

INFLOT: 5 Gourko St. Agent for all foreign shipping lines, booking.

TABSO: 12 Narodno Sobranie Square. Bulgarian airline.

Navigation Maritime Bulgare: 1 Chervenoarmeiska St., Varna. Runs regular shipping services connecting with Black Sea coast ports of Bulgaria.

Market profile—Bulgaria

Government: A Communist People's Republic, similar to that of USSR, based on a constitution promulgated in 1947. Bulgarian National Assembly, a unicameral body of 249 members, is declared to be supreme organ of state authority; actually, real power rests in Politburo of Bulgarian Communist Party.

Area: 42,808 square miles—about the same as Ohio.

Population, 1965: Estimated at 8.2 million, of whom some 4.4 million were employed as follows: 2.3 million in agriculture; about 2.1 million in non-agricultural pursuits, including 1 million in industry.

Principal cities: Sofia, capital and largest commercial center, 821,593 population at mid-1965; Plovdiv, 201,470; Varna, 170,053; Russe, 119,431; Burgas, 101,975.

Income, 1965: Gross national product estimated at about $6 billion; per capita income, about $732.

Currency: Bulgarian leva—1 leva to $0.85 at official rate and $0.50 at tourist rate of exchange—is not convertible, nor is it quoted on any international monetary exchange market. Bulgaria is not a member of the International Monetary Fund. Transactions with free world countries are in hard currencies or in currency of trading partner. Foreign exchange reserves are low and balance of payments situation difficult.

Agriculture: principal products and 1965 harvest (in thousands of metric tons): wheat, 2,921; maize, 1,239; sunflower seed, 357; sugar beets, 1,392; oriental tobacco, 116; tomatoes, 775; paprika, 191.

Mining: Principal minerals are coal, petroleum, and iron ore. Production in 1964 (in metric tons): stone coal, 600,000; brown coal, 23,700,000; crude petroleum, 160,000; iron ore, 716,000. There are deposits of copper, manganese, pyrites, and lead and zinc ores.

Industry: Selected items of 1965 production: electric power, 10,244 million k.w.h.; pig iron and ferro-alloys, 695,000 tons; crude steel, 588,000 tons; lead, 93,400 tons; zinc, 65,800 tons; cement, 2,681,000 tons.

Transportation: All major transportation facilities are state owned. Freight turnover in 1965 (in million ton kilometers): railroads, 10,784; water transport, 10,126; automotive transport, 3,821.

Exports, 1965: Valued at $1,176 million (at official exchange rate); $934 million went to Communist countries, $86 million to Common Market countries, $15 million to United Kingdom, and $1.7 to United States.

Imports, 1965: Valued at $1,178 million; $874 million came from Communist countries, $128 million from Common Market countries, $11 million from United Kingdom, and $3.6 million from United States.

Conditions of trade: Foreign trade is a Government monopoly. It is conducted by governmental foreign trade organizations in accordance with national economic plan developed for entire economy.

Licensing and joint ventures offer possibilities in Bulgaria

Western European firms have exported technology, equipment under such arrangements; a few from U.S. have agreements

By JOHN R. LAMPE

Economic Officer, U.S. Embassy, Sofia

U.S. firms desiring to do business with Bulgaria's expanding economy should not overlook the possibility of a profitable licensing arrangement or joint venture within the country.

Although most U.S. companies dealing with Bulgaria have not as yet considered these possibilities, there is no shortage of Western European firms who have sent in technology and sometimes equipment under such agreements. The result usually has been a higher rate of profit than the Western firm might expect at home, particularly where the product made in Bulgaria in turn has been exported to Western markets.

A few U.S. companies or their Western European subsidiaries have sold licenses to Bulgarian enterprises. The Coca-Cola operation is perhaps the best example. A single bottling plant in Sofia has already given way to three throughout Bulgaria.

TECHNOIMPEX for licenses

A recent reorganization has placed sole responsibility for purchasing any sort of foreign license in the hands of TECHNOIMPEX, 16 Lenin Square, Sofia. Once the year's list of desired licenses has been confirmed with state planning authorities, TECHNOIMPEX begins to communicate with Western firms known to specialize in the needed technology or equipment.

TECHNOIMPEX officials state frankly that they often know of 20 to 30 Western European or Japanese firms that offer foreign licenses in a given line, but not one American company, despite the fact that the United States is often the origin of the process or know-how. The Bulgarian enterprise sometimes sends representatives abroad to seek priority licenses, but more frequently the Western firm sends a man to Bulgaria.

An American company desiring information on currently sought licenses should write either directly to TECHNOIMPEX or to the U.S. Legation, Alexander Stamboliiski Boulevard 1, Sofia, including advance notice if a representative is scheduled to go to Sofia.

TECHNOIMPEX officials state unhesitatingly that full payment for Western licenses can be arranged in hard currency. They add that credit terms ranging from 3 to 10 years are also normal, sometimes including obligations to arrange Western sales for Bulgarian exports. But if the need for a license is great enough, they emphasize, export obligations and even credit terms are often waived. TECHNOIMPEX realizes that most American firms are reluctant to accept such arrangements. The current economic reorganization in Bulgaria has at least placed TECHNOIMPEX in a position to tell inquiring U.S. firms from the outset precisely what terms would be required.

American industry enjoys an unequaled reputation for technical excellence in Bulgaria. Bulgaria's concern for using only the most advanced technology is one advantage for American companies in competing against Western European firms and the easier repayment terms they frequently offer. In some cases, TECHNOIMPEX officials note, the U.S. firm enjoys a world monopoly and Bulgaria would usually prefer to deal with the originating U.S. firm rather than a Western European licensee.

In dealing with American as opposed to Western European firms, Bulgaria faces the potential difficulty of arbitration of disputes in U.S. state courts, with their varying codes. TECHNOIMPEX's legal advisor observes that this problem to date has been only academic since exact Bulgarian observance of all license agreements with U.S. firms has precluded any dispute.

No U.S. companies

No U.S. company has participated in a so-called joint venture with a Bulgarian enterprise. A number of Western European firms have, however, entered into what amount to partnerships with Bulgarian counterparts. These arrangements include profits for the Western partner in hard currency or goods salable for hard currency, but never extend to Western ownership of assets or stock. Bulgarians admit that the joint stock company is a "classical form of international investment" but say it is "not flexible enough for modern times."

According to the Bulgarian Ministry of Foreign Trade, a U.S. firm wishing to enter a joint venture in Bulgaria could probably expect to make an initial investment of technology, experts, machinery and perhaps some raw materials, all on medium-term credits. When Bulgarian production begins, a sizable percentage of output will be used to repay the initial investment as soon as possible.

In the early stages of production, Bulgarian export in the partnership's general

BULGARIAN HOUSEWIVES leave the suburban section of Sofia to shop downtown. The new apartment house in the background is typical of the latest construction, using modern techniques and materials.

MEMBERS OF THE TRADE MISSION to Bulgaria and Hungary step from a plane at Varna during their two-week trip through Bulgaria. Later the mission spent another two weeks in Hungary, promoting U.S. food processing and packaging machinery, machine tools, and various agricultural equipment.

field of production but not specifically from the joint factory might be used to earn dollars for the required payments. Over the long run, the sale of each unit of joint production would be guaranteed at a high enough price to earn the margin of profit the sale would bring in a U.S. market. Typical profit agreements with Bulgarian firms run for 99 years or without limit.

The most publicized recent venture with a Western European firm has of course been the agreement with Renault of France to produce the "Bulgar-Renault" in Bulgaria. Assembly of complete cars, for the domestic market exclusively, is to reach 10,000 a year by 1970. Renault must admittedly begin by providing all parts and equipment needed for assembly and accept Bulgarian agricultural products sold in France as initial repayment. Plans call, however, for Bulgarian plants to produce most of the needed parts by 1970, with a goodly surplus left over for export to France or other Renault factories abroad to complete the repayment.

The Bulgarian Ministry of Foreign Trade reports that negotiations now underway with West German, Austrian, Italian and Japanese firms for projects in machinery, chemicals and electrical apparatus are proceeding along the lines of joint production arrangements. For example, a tractor of one sort produced without engine in Bulgaria would then be exported to the Western country for engine installation and sale in the Western country's domestic market.

Bulgarian enterprises are reported eager for cooperation with U.S. firms in the same areas of machine-building, chemicals and electrical apparatus. It is only fair to add that Bulgaria has so far had greatest success in selling tobacco, processed fruits and vegetables in Western European markets, with or without joint ventures.

Because most of the negotiations for a joint venture are left with the individual state trading enterprise or trust concerned, interested U.S. firms are advised to contact Bulgarian trade representatives in Washington or New York or the Bulgarian Chamber of Commerce or the U.S. Legation in Sofia to reach the appropriate Bulgarian firm.

As with licensing, American firms should be prepared to send a representative to Sofia fairly early in any negotiations and be ready to discuss financial terms at an equally early date. Advance notice to the Embassy or Chamber of Commerce assures a firmer schedule of appointments, even if the U.S. firm has already written to the Bulgarian enterprise with which it wishes to deal.

the author

John Lampe has been a Foreign Service Officer for two years. He was assigned to the U.S. Embassy in Belgrade in 1965, and has been in his present post since September of this year. A graduate of Harvard University, Lampe attended the London School of Economics and has a master's degree from the University of Minnesota.

Freezing and canning activities relatively new in Bulgaria; some machinery being imported

Current five-year plan calls for rapid expansion of such operations as nation's food production increases

By SHEFFIELD T. ABOOD
Abood Tomato Corp., Ft. Pierce, Fla.

Bulgaria is at an early stage in the packaging of frozen fruits and vegetables, but is moving fast to expand such activities in the next few years, in line with the current five-year plan.

ABOOD

Also, various foods are now being canned.

The Bulgarian economy provides an increasing market for foreign products and equipment, needed to expand domestic production and to reduce handling and distribution costs. At present France, West Germany, Japan, and the United Kingdom account for most of the Western trade with Bulgaria. For the U.S. businessman interested in development of new markets or looking for new sources or outlets in a rapidly growing economy, the country appears to be worth investigating for the possibility of trading both ways.

Bulgaria is importing track-laying tractors, wheeled tractors, trailers, agricultural machinery and spare parts; machinery for packing and wrapping, bottling, labeling, measuring, weighing; and is interested in purchasing complete machinery for the manufacture of cigarettes. One such machine was recently purchased from the United States, at a cost of $1.5 million, and negotiations for another have already started.

Farm economy in the 40's

Before World War II, the economy of Bulgaria was mostly dependent on agriculture—from which about 65% of the country's national income was derived. Although agriculturally self-sufficient, Bulgaria had a low standard of living. Industrial development was concentrated on food processing, textile manufactures, and mining, in which foreign investment played an important role. The consequences of the last war constituted a serious setback for the Bulgarian economy.

After the war, the initial period until 1947 was devoted to reconstruction and rehabilitation. In 1947, however, Bulgaria began to recast the country's economy and launched a program of rapid nationalization of industry and collectivization of agriculture. At present, the socialized sector embraces virtually the entire economy.

Following an initial two-year plan, Bulgaria embarked on several five-year plans which favored the development of industry at the expense of agriculture. Under these plans, industry received about 40% of all investment funds and agriculture only about 15%. Agriculture's contribution to national income in 1955 amounted to only 29% of the total.

Upward swing

In 1962, Bulgarian officials realized that this scheme would not work and launched a new five-year plan. The nation's leaders set up a new arrangement whereby agriculture's average annual share in the overall investment structure was increased to about 23%. At the end of 1964 the economy reportedly started on an upward swing and agriculture contributed 33% to the national income.

The new organization was designed to consolidate farming into larger units. In 1959, for example, there were 3081 farms; in 1964, 945.

Bulgaria's land area comprises about 43,000 square miles, 44% of which is classified arable. Wheat and corn are planted on about 2.9 million acres and barley is planted on about 850,000 acres. Since 1960 the Bulgarian Government has emphasized the growing of crops such as grapes, tomatoes, cucumbers, watermelons, peaches, nectarines, apricots, plums, cherries, mushrooms, walnuts, pears, peanuts, junipers, almonds, red peppers, onions, garlic, cabbage, green beans, cauliflower, eggplant, potatoes, and radishes.

Tobacco output increased

Tobacco production has been increased this year and will yield about 150,000 metric tons. Most of the tobaccos are of the Turkish varieties, a small leaf. Quantities of Virginia leaf are also produced. No shade tobacco is as yet being grown. Bulgaria expects to increase the acreage on all of these commodities next year. Eighty percent of the agricultural products now exported from Bulgaria are exported to the COMECON countries and nearby countries such as Syria, Greece and surrounding areas.

Honey production is increasing in Bulgaria, as are royal jelly products. A new development is extraction of bee venom, reportedly a possible cure for rheumatism, arthritis, and similar diseases. The Bulgarians have agreed to sell the raw product to other countries.

Specific Interests

Several state trading agencies expressed areas of concrete interest (addresses are listed in article beginning on p. 8):

HRANEXPORT: purchase of peanuts, oranges, lemons, tangerines, bananas, dates, figs, pineapples, seeds and flowering planting materials, consumer goods, wheat, rice, castor oil, coconut oil, tung oils, vegetable seeds, grass, orchard and vine planting materials, cereals, potatoes, cod-liver oil, coffee, cocoa beans, tea, spices, fresh yeast, white bees' wax.

MACHINOIMPORT: purchase of refrigeration equipment, refrigerated trucks and trailers and mechanical bee equipment.

TEXIM: imports machinery for packing fresh fruit and vegetables and frozen fruits and vegetables, poultry, meats. At present, in market for:

Machines for packing fresh tomatoes, washers, dryers, sizers, waxers, conveyer belts, grading tables, automatic catchers and box sealers and automatic dumpers.

Machines for packing cucumbers, complete unit with washer, waxer, grading table, packing bins, containers and sealers for containers.

Potato machine, complete unit with grading table and bag sealing machinery.

Packing plant for spinach, washing, precooling, packing and weighing.

Complete machine for manufacturing cigarettes and a machine for manufacturing cardboard crates for the packaging of ten cartons per crate.

Machinery to manufacture cardboard containers.

Complete machinery for the canning of tomato puree, catsup, chili sauce—for establishment of a new canning plant.

Machinery to peel round and oblong tomatoes, labeling machine for canned goods, automatic weighing machines for fresh produce, machinery for packing frozen foods for consumer trade, complete facilities for storage of frozen foods.

Machinery to dehydrate onions, chicken soup. Also packaging equipment for these items.

Machinery to can tomatoes and vegetables in fifty-gallon containers.

Refrigeration equipment for trucks and for frozen products for trucks; frozen food plants with complete installation of refrigeration and coolers; refrigerators with deep-freeze compartments.

Complete machinery for meatpacking house.

Slaughterhouse with complete mechanical devices and equipment.

The U.S. exporter dealing in agricultural and food-packing goods will need to be familiar with several state agencies:

BULGARTSVET: purchases seed, flower planting material, consumer goods.

CHIMIMPORT: imports chemicals, inorganic salts, acid basis solvents, artificial fertilizers, essential oils, car tires, tanning extracts.

PHARMACHIM: purchases essential oils and perfumery.

RODOPA: imports maize, barley oats, maize corse, fodder, barley corse, barley corse fodder, wheat and cakes, barley and cakes, sunflower groat, soya groat and cakes, peanut groat and cakes, meat mill, premix fodder, peas, sorghum, citrus fruits, soy beans, and other forages. At present, interested in purchasing 20,000 young turkeys for breeding, mostly parent and grandparent stock, and complete equipment for hatchery stock.

Some decentralization

In the spring of 1963 Bulgarian economists began to publish articles about decentralization of control over economic enterprises and the use of profits as an indicator of the success of individual firms. In July 1964 a committee of small-scale consumer industries were freed from some central restrictions over their operations. Preliminary indications are that these pilot projects have achieved some degree of success and were more widely used in 1965.

INCREASING EMPHASIS ON AGRICULTURE has resulted in the consolidation of farming into large units in Bulgaria. These girls are packing apples, one of the country's many fruit and vegetable crops.

One of the corporations that has been recently established and that processes consumer goods is the Central Cooperative Union which buys and sells domestic consumer goods. This cooperative is interested in purchasing abroad the following machinery:

Packing machinery for sugar, spices, flour and dried mushrooms.

Machinery for: Freezing and packaging rabbits, chickens, fowl; manufacturing small containers; grinding coffee and roasting coffee; manufacturing potato chips; grading and candling eggs; dehydrating soups and onions; packing frozen foods; packaging milk; packing food products—8- and 16-ounce sizes.

Bulgaria's market has been virtually ignored by private American enterprise, but it offers many opportunities to the U.S. businessman. Firms wishing to do business in Bulgaria should make plans to spend considerable time there.

Bulgaria is eager to do business with the United States and will warmly receive U.S. firms' representatives.

Senate Commerce Committee staff counsel a consultant

Michael Pertschuk, staff counsel for Trade Regulation for the U.S. Senate Committee on Commerce, accompanied the Mission and served as a consultant.

PERTSCHUK

As staff counsel, his responsibilities include export promotion matters and East-West trade legislation.

Pertschuk, who also served as consultant to last year's trade mission to Poland and Romania, joined the group after accompanying Senator Warren G. Magnuson, Chairman of the Senate Commerce Committee, on his visit to Bulgaria and the USSR for discussion on trade and other matters.

He holds degrees from Yale University and the Yale Law School.

MISSION REPORT: CHEMICAL PROCESS EQUIPMENT

Chemical industry in Bulgaria headed for rapid expansion; nation wants complete plants

Major interest seen in production growth of petrochemicals, synthetic fibers, plastic resins, basic farm chemicals

By BJORN ANDERSEN
Consultant
Maplewood, N.J.

The chemical industry in Bulgaria is headed for rapid growth. The industry in 1964 accounted for only 6.8% of the country's total industrial output. The State Planning Commission forecasts a doubling of Bulgaria's industrial capacity by 1970—that is, during the current five-year plan.

ANDERSEN

Fifty percent of the 1970 capacity will be accounted for by chemical and metallurgical plants and machine building.

The chemical industry will pay major attention to developments in petrochemicals, synthetic fibers, plastic resins, and basic agricultural chemicals.

Bulgarian planners envisage the exportation of a good percentage of the production of their chemical and engineering industries.

Petrochemical industry

NEFTOCHIM is the big petrochemical combine which manages Bulgaria's gas (methane) and oil.

Until 1960 there was no petrochemical industry in the country. Today there are two centers. The smaller one is at Pleven, at the northern center of Bulgaria, and it operates on native oil. The most important complex is at Burgas on the coast of the Black Sea. This combine was designed by the USSR for oil products alone, but has been diversified to encompass many chemicals. The Burgas center operates exclusively on crude oil imported from the USSR, now at the rate of 3 million tons annually. Expansion to 6 million tons is being planned.

Besides producing gasoline and lubricating oils, NEFTOCHIM operates the gasoline "service stations" in Bulgaria.

Agency officials have been well satisfied with U.S. contacts and the data obtained from the United States. They appreciate the superiority of U.S. processes and equipment and are always in the market to acquire the best, in order to survive as an exporting nation in a highly competitive market.

Bulgaria has a big export market in the USSR and the eastern countries and, in its industrial planning, is counting heavily on this as a captive export market for possibly three-quarters of the planned industrial output. But beyond that the quality and competitiveness of its industry must permit its entry into other markets as well, both to the western countries and southward.

NEFTOCHIM is already in production of low pressure polyethylene resin with design from USSR (Ziegler process) and a high pressure plant is under study (ICI and Krupp).

Bulgaria produces 12,000 tons of polyvinylchloride (PVC) but wants additional capacity.

Four synthetic fibers

They are planning to produce four synthetic fibers using the best obtainable process and equipment for polyester fiber, acrylonitrile fiber, nylon 6—polycaprolactam, and polypropylene. Of these fibers, the acrylic fiber process will be supplied by American and French firms, and the caprolactam enterprise, by the USSR. There is no final commitment on the other two, but proposals are under study.

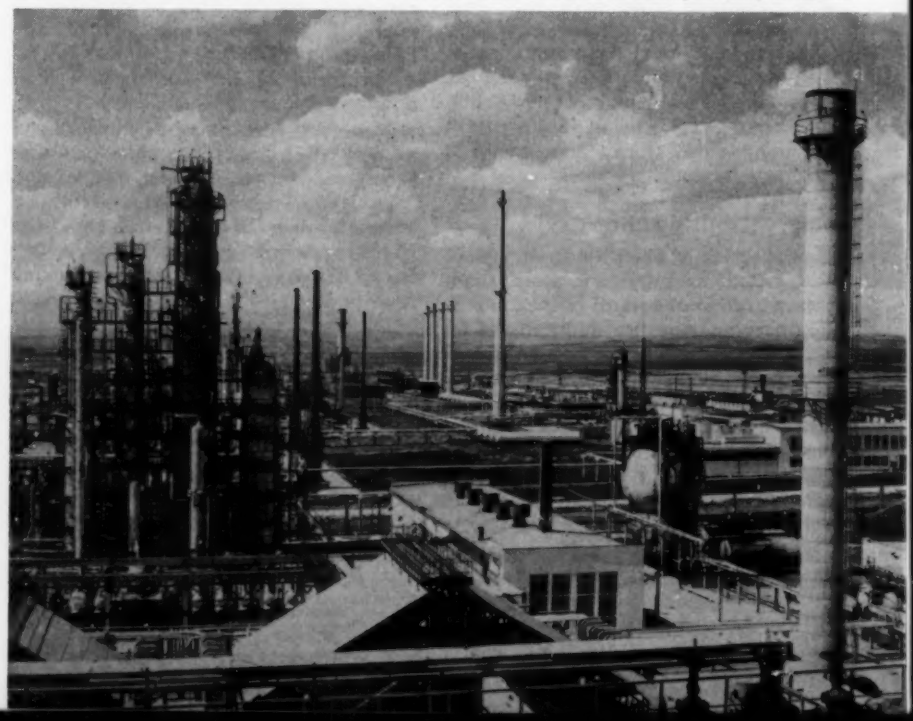
Of the many government agencies concerned with the chemical industry, TECHNOIMPORT places and decides usually on the final contract of purchase. Others involved are the State Planning Committee, State Committee for Science and Technical Progress, Ministry of Chemistry and Metallurgy, NEFTOCHIM, CHIMIMPORT and PHARMACHIM.

Production planned

The Mission obtained from TECHNOIMPORT data and specification on plants and equipment which it wishes to acquire. It considers most urgent the plants listed below.

Detailed information may be obtained, by specification number, from

PETROCHEMICAL COMPLEX IN BURGAS, BULGARIA, is the larger of the country's two plants. It was originally designed by the USSR for oil products, has since been diversified to encompass many chemicals.



the Trade Missions Division, BIC-918, U.S. Department of Commerce, Washington, D.C. 20230.

Interested U.S. firms also may communicate with TECHNOIMPORT, 2 Slavianska St., Sofia.

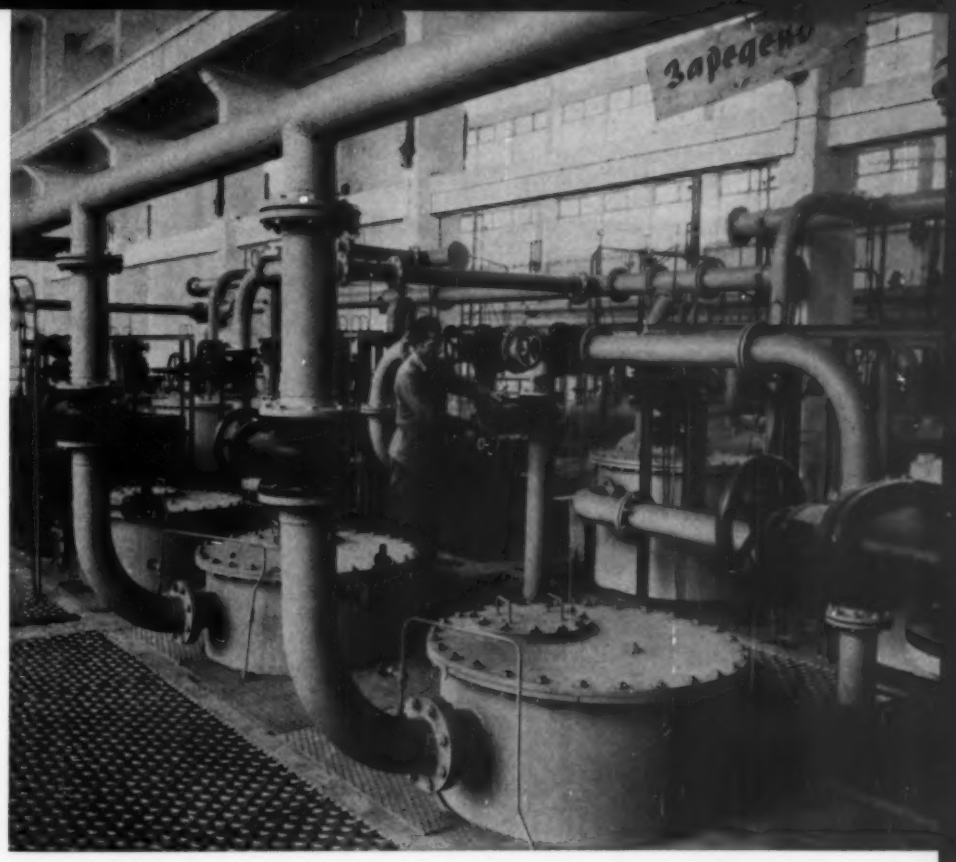
- Bulgaria produces 300,000 tons of urea annually and has plans for 600,000 tons—some of which is for export; but a new fertilizer complex at Varna is being planned (spec. 16), to produce annually 200,000 tons of ammonia (NH_3), with equipment also to make nitric acid; 150 to 200,000 tons of P_2O_5 as phosphoric acid; 500,000 to 600,000 tons of sulfuric acid; 100,000 tons of triple superphosphate (@45% P_2O_5), and 150,000 tons of nitrophosphate.
- Carbon black plant with 2,000 tons yearly capacity for active carbon for solvent recovery, and 2,500 tons of semi-active carbon for rubber tires (spec. 20).
- Two synthetic rubber plants. One synthetic rubber plant for 23,000 tons annually of 1.4 cis polybutadiene (spec. 25) and another for 33,400 tons of divinylisoprene rubber (spec. 27).
- Polypropylene plant of 20,000 tons annual capacity (spec. 48). For this product, fiber extrusion know-how and license, and know-how for production of film, are sought. Their propylene gas assays 99.9% by volume.
- Polyvinylchloride plant of 30,000 tons annual capacity for the Ministry of Chemistry and Metallurgy. Naptha, benzene, chlor and hydrochloride of 97.2% by volume and 1.5% CO_2, the rest being inert gases, are available (spec. 22).
- Ethylene and propylene plants, 60,000 and 200,000 tons a year, and 3,000 cubic meters of hydrogen per hour. The raw material is benzene of 0.728 spec. gr. and 33 octane rating (spec. 47).

Welcomes U.S. proposals

These six plants are slated for the earliest decisions and TECHNOIMPORT would welcome proposals from U.S. companies, both industrial and engineering, giving in as much detail as possible capital required and operating costs, listing man-hour requirement per unit of product.

The agency also would like to consider U.S. technology on plants and production for the following (annual capacity in tons, unless otherwise shown; specification number in parentheses):

Soft ferrite, 150 (11); metallized polyester and polycarbonate band capacitors, 6 million units (13); calcinated soda, 500,000 (17); carbonbisulfide, 20,000 (18); methanol, 100,000 (19). Natural gas raw material of 30 atm. and 89.9% methane, 2.4% ethane, 0.8% propane, 0.6% butane, 0.4% pentane; N_2, 5.7%; CO_2, 0.2%. CO_2 of 99.5%, 2 tons per hour maximum and 350 to 400 mm. water column pressure.



PLASTICS PRODUCTION PLANT at Rekadevnia Village, Varna, Bulgaria. The State Planning Commission forecasts a doubling of Bulgaria's industrial capacity during the current five-year plan.

Phthalic anhydride, 12,000 (21); fatty acids, 10,000 (23); caustic soda, 40,000 (24); melamin, 5,000 (26); tall oil distillation, 5,000 (28); methylmethacrylate, 3,000 (39); sodium cyanide, 4,000 (40); cyanure-chloride, 1,500 (41); alkylarylsulphonate, 12,000 (42); detergent, 40,000 (43); dimethylformamide, 2,000 (44); non-ionogen substances, 5,000 (45); acetaldehyde, 60,000 (49); butylacetate, 3,500 (50);

Ethylacetate, 10,000 (51); butanol, 5,000, and ethylhexanol, 10,000 (52); acetic acid, 25,000, and acetaldehyde, 5,000 (53); acetoacetic ester, 3,000 (54); synthetic glycerin (propylene), 10,000 (55); ethanolamin, 2,000 (. . .); non-saturated polyester-resin, 5,000 (57); paroxybenzoic acid, 1,200 (. . .).

May build pulp plant

Under consideration also is a pulp plant to produce cellulose from straw and Canadian poplar by the kraft process in anticipation of a 40,000 ton-per-year vicose fiber plant.

A 36,000 ton-per-year phenol plant by USSR design is said to be operating. There is as yet no polystyrene production, although contract agreements are close at hand with either Italy, Britain or West Germany.

The foregoing list indicates to U.S. firms and exporters what kind of chemical process equipment is needed in Bulgaria. Little replacement equipment is needed, as present plants are not outmoded.

Proposals to TECHNOIMPORT

Whether a U.S. concern wants to contract for delivery of a complete plant or just for a certain phase of the process, proposals should be sent to TECHNOIMPORT. This step does not preclude making contact with some of the other agencies also. The State Planning Committee prepares the long-range forecast for new industrial enterprises. Specific plans for the new projects are then discussed with the State Committee for Science and Technology.

Processes and equipment for manufacture of a product will be studied in detail. Further discussion might be held with the technical staff of the industry where the new plant or process is to be established. This might fall within the Ministry of Chemistry and Metallurgy.

NEFTOCHIM (petrochemicals), or CHEMIMPORT or PHARMACHIM.

TECHNOIMPORT is the state commercial enterprise for import of complete plants in the industrial fields of chemicals (including synthetic fibers and plastics), metallurgy, mining, power, cement, woodworking and food.

The Ministry of Chemistry and Metallurgy is interested in petrochemicals, plastics and resins, non-ferrous products, metals and ores, and in an advisory capacity cooperates with the following agencies:

NEFTOCHIM, principally handling petrochemicals, oil of all kinds, and cracked gases like the various hydrocarbons for production of plastic resins and chemicals. It will even manufacture some of the resins such as the polyethylenes and synthetic rubbers.

CHEMIMPORT, basically an importer of chemicals, fertilizers, plastics and rubber goods, but also an exporter of products in these categories.

PHARMACHIM, producing drugs, cosmetics, essential oils, tooth paste, would welcome association with U.S. companies not only to get process know-how but also to join in research and study in drugs they want to explore further.

U.S. exporters would be well advised to get acquainted with the growing chemical and related industries in Bulgaria.

Some exports to both nations may require approval

Many commodities may be exported to Bulgaria and Hungary under General License, but specific prior approval of the Department of Commerce may be required in some instances.

Also, the specific prior approval of the Department is required before unpublished technical data may be exported to Bulgaria and Hungary even for the purpose of quoting on a proposed transaction.

Firms interested in this market should confer with the Office of Export Control, BIC-840, U.S. Department of Commerce, Washington, D.C., 20230, or with any of the Commerce Department Field Offices before conducting extensive negotiations. All contracts should be made conditional upon obtaining an export license when and if required.

MISSION REPORT: TEXTILE, CONSTRUCTION MACHINERY

Bulgarians interested in latest U.S. equipment and technology

Textile industry not among major ones scheduled for revamping but some items needed; potential for building materials seen

By CHARLES CHAPLER
Chaptex International, Inc.
Lodi, N.J.

What impressed me most about Bulgarian industry was its intense desire for the latest machinery available in the western countries, and especially the technology and know-how of the United States.

CHAPLER

Textile machinery, construction equipment and building materials are no exception and agencies handling such purchases point to specific needs.

The Mission visited only one cotton textile plant. As far as I know, all the others, including those using other yarns and staple fibers, have similar equipment. The major portion of the machinery in that plant was quite antiquated, operating at a low efficiency. For example, the automatic looms weaving good Egyptian cotton were operating 15 looms to a weaver and a helper was replacing the bobbins.

The one exception to the quality of the machinery was in the dyeing and finishing plant, where modern equipment from East and West Germany has gradually been replacing older machines.

No revamping

The textile industry, according to the Planning Committee, was not among the major industries scheduled for revamping in the current five-year plan. This may be because a rapid growth of exports in textiles is not seen, even if the older machinery were replaced.

Despite the foregoing, officials said that where they need to import one or a few machines or a small unit, they would be willing to pay cash in hard currency. The implication seems to be that if it were a large, modern plant, as I suggested to them for the future, payment would have to be arranged on a two-way trade basis.

For their textile industry they are also open to offers for the following items, for which they again stated that if necessary they would pay cash in hard currency: polyester yarns and staple fibers and a dyeing and finishing unit for such materials, 100 denier viscose process yarns and staple fiber, acetate yarns, nylon yarns, synthetic wool-type yarns, and tire cord fabrics woven with two-ply yarns totalling 1650 denier of viscose rayon yarn.

They also requested offers for wide looms plus dyeing and finishing equipment for the wide fabrics woven from such looms. They want to extend their viscose fiber plant so that they can produce proper yarns for weaving into tire fabrics. Offerings for these items should be made to INDUSTRIALIMPORT, Sofia, Bulgaria.

The roads were good

During the Mission's visit at the Plovdiv Fair we saw little construction and roadbuilding machinery. There were some medium-size hoists and quite a few tractors. All the large-size tractors and heavier machinery are imported from the Soviet Union. The largest tractors manufactured in Bulgaria probably are from 30 to 40 hp.

As many of the roads are made with cobblestones, they must be laid by hand. How well these cobblestone roads are maintained is surprising. Of all the mileage we covered on such roads, we passed only one spot where a few stones were missing.

We traveled many miles on asphalt roads. They were also in perfect condition—not a spot requiring repairs throughout all of our traveling, with the exception of one detour on a secondary road. This is amazing, compared with roads of other Eastern countries.

We visited the Ministry of Construction and spoke to the vice-minister and five

heads of various other departments. This Ministry carries out recommendations pertaining mainly to technical matters. Seventy-five per cent of all construction in the country is done by this Ministry, including industrial buildings, buildings for the ministries, the petrochemical plants, apartments, hotels, dams and power installations. They do not build roads, railroads, mining installations or irrigation systems.

The Ministry itself is divided into nine separate regional divisions in different parts of the country. This Ministry is also in full charge of cement production, asbestos for all uses, ceramics for building purposes, insulation materials, quarries, prefabricated blocks and slabs for building, and bricks.

Building materials needed

It is asking for offers for equipment for plastering, a wallboard plant, and steel saws for cutting cement. The Ministry would like to receive any prospectus with prices for mechanized equipment for construction and prefabricated items for construction. They are looking for offers on various insulation materials. All offers should be addressed to the Ministry of Construction, Sofia. This country uses 220 volts only, and single phase.

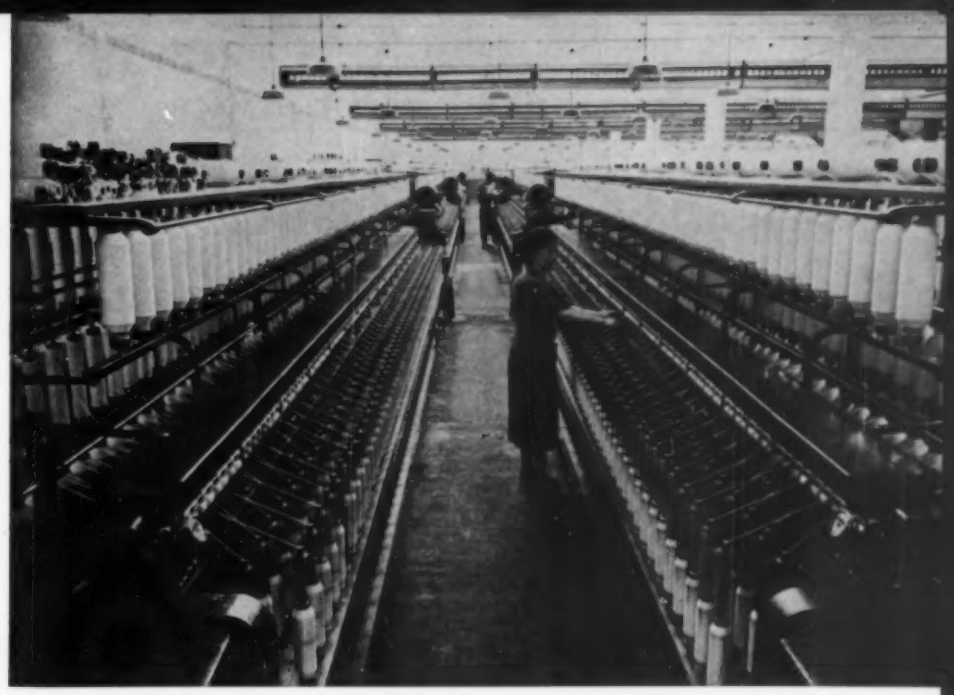
I do not expect any substantial orders for basic materials as they have enough cement and bricks; but I do believe we can obtain reasonable orders for many new products, in addition to those listed, used in building and construction.

At a meeting on Oct. 5 with the State Planning Committee, the director spoke at length regarding their next 5-year plan. From 1962 to 1965, production increased to more than had been accomplished since the present state was established, he said. They plan to double their industrial production in 1965-70, placing special emphasis on machinery and equipment, chemicals and metallurgy. For their small country to accomplish their plans they feel that they must aim to attain the best scientific knowledge available. The State Planning Committee realizes that foreign trade is most important to them.

Specifically they would like to receive offers for the following complete plants: a modern and up-to-date cigarette plant, a plant for building television tubes, technical equipment for manufacturing television sets, a cigarette wrapping paper plant, latest food canning equipment, and the most modern wine processing machinery.

Anyone interested in submitting offers for one or more of the plants should communicate with TECHNOIMPORT, Sofia.

The Mission met with the Director and officers of PHARMACHIM. This company produces all the drugs for export and all essential oils, perfumes and cosmetics. They are one of the largest exporters of rose oil in the world. They informed us that France buys rose oil in Bulgaria and reexports to the United States. This company would like to sell rose oil directly to the United States.



BULGARIAN TEXTILE MILL reflects country's expansion and development program. Coupled with Bulgarians' regard for U.S. technology, this makes it a potential market worth U.S. consideration.

PHARMACHIM wants to purchase various medicines, automatic machines for their industry and measuring instruments. They stated that through bilateral trade they could easily start soon purchasing materials amounting to a few million dollars. They also are prepared to buy a complete unit for packaging certain types of plastics. They would be prepared to enter into joint ventures where they can supply some or all of the raw materials and use their low-cost labor. Agreement would have to be reached for labor and material costs. They have many people with technological knowledge and the number of their graduates is increasing. In such a joint venture they would permit the U.S. investor to withdraw 50% of his share profit in hard currency from sales to hard currency countries.

Rheumatism drugs

They have been developing some drugs for rheumatism. They have a product found on the shores of the Black Sea, which reportedly is useful in toothpaste for the prevention of pyorrhea. U.S. importers can obtain samples for trial, and try to develop trade after such trial. For an offers to PHARMACHIM or articles desired from them, communicate with PHARMACHIM, Sofia.

The Bulgarian market is relatively modest when we think in terms of our vast production. But in view of their large expansion and development program this market will offer some worthwhile business. It was only by personal contact with most of the people in the country who make Bulgaria's decisions in production and trade that I was able to grasp their enthusiasm for their planned program. We in the United States can gain important sales to this potential market in the next 10 to 15 years, facilitated by Bulgarians' regard for our technology. They are eager to learn from us. At the same time, we should bear in mind that they insist on two-way trade, if trade between the two countries is to grow significantly.

U.S. firms learning

American corporations with subsidiaries in Western European countries have learned much and are continuing to learn the European methods of trading, especially between the Eastern and Western countries. U.S. business firms interested in such trade should become familiar with these methods. President Johnson's recent determination that it would be in the national interest for the Export-Import Bank to guarantee commercial credits to Poland, Hungary, Bulgaria and Czechoslovakia may well be an important step toward a mutually profitable relationship.

Bulgaria's rapid industrialization affects traditional trade patterns, spurs needs in various industries

Interest expressed in closer contacts with U.S. machine tool builders; special steel mill equipment wanted

By ROBERT M. HANSON
Giddings & Lewis Machine Tool Co.
Fond du Lac, Wis.

A visit to Bulgaria will hold many surprises for the uninititiated such as this writer. Aside from seeing a beautiful country with the old-world flair, one cannot help being impressed by the degree of mechanization brought about by the industrial revolution.

HANSON

The country is rapidly diversifying into the industrial field. Industry already accounts for about 50% of the economic production and if the goals of the present five-year plan are realized, it will account for more than 60% of production by 1970.

This rapidly planned growth is having its effects on Bulgaria's traditional trade and economic patterns. The "rise in expectations" of Bulgaria cannot be met entirely within the framework of traditional trade and aid patterns with the USSR nor within the socialist "division of international labor" framework established among the East European Communist countries. This has been well illustrated during the past several years when trade between Bulgaria and Western Europe, the Near East and other western nations has increased several-fold.

Uphill fight

Bulgaria as a nation would like to increase her trade with the United States but is in no way begging us to do so. This means that the U.S. seller has an uphill fight to enter this market. Trade with East and West Europe seems to be predominantly connected to both East and West Germany.

Bulgaria works hardest at trade agreements with western countries that also fit within the framework of the five-year plan. These are reciprocal or barter trade agreements covering a five-year period. While this is the goal, they sometimes do bend—as in renegotiating on a one- or two-year basis within a basic framework of a longer term general agreement. This is perhaps the largest single difficulty for U.S. sellers of individual machinery and equipment. The implication is that if Bulgaria cannot sell on a long-term plan neither can it plan to buy in such a manner, which is a necessity to its economy. The barter idea runs strong.

Specialization within COMECON in the production of certain products and increased trade with the West, among other factors, is speeding the rise of the integrated corporations within the area. In Bulgaria, the relatively new firm of BALKANCAR is the largest conspicuous example of such an organization in the industrial field. An "independent" entity under the Ministry of Machine Building, BALKANCAR can more easily work out buying and selling arrangements.

Advertising program

In doing so BALKANCAR can, by itself, formulate an advertising and sales promotion program, set up distribution and sales agencies in western countries, negotiate for the purchase of specific items and materials from western firms, and negotiate license agreements and technical exchange agreements with western firms concerning its products—forklift trucks and related materials-handling equipment. BALKANCAR also claims to be able to purchase certain specialized capital equipment to be used in its plants.

The separate corporate entity is relatively new in Bulgaria and its spheres of operation are not yet clearly defined. In some instances, they are still depending quite heavily on purchasing, research, and marketing facilities of the Ministry to which they are attached.

Bulgaria may still be considered in the initial phase of industrialization, with the emphasis still primarily on the introduction of new processes. Thus, the government stresses purchases of entirely new industrial complexes—complete plants and turnkey operations. Officials emphasized that their negotiations with the United States would be mostly of this nature, especially in the areas where our technology is superior. However, they still plan to buy many specific items to keep established plants developing in accordance with world technology.

Joint auto ventures

For example, they are in the initial stage of establishing two automobile plants, one in a joint venture with the USSR and the other in a joint venture with France. Their intention is for an annual auto production of 50,000 per year by 1970. A plan for truck production also is still open for negotiation.

Despite this emphasis on the complete plant, there are interests in specific items such as ore concentration equipment for the steel industry.

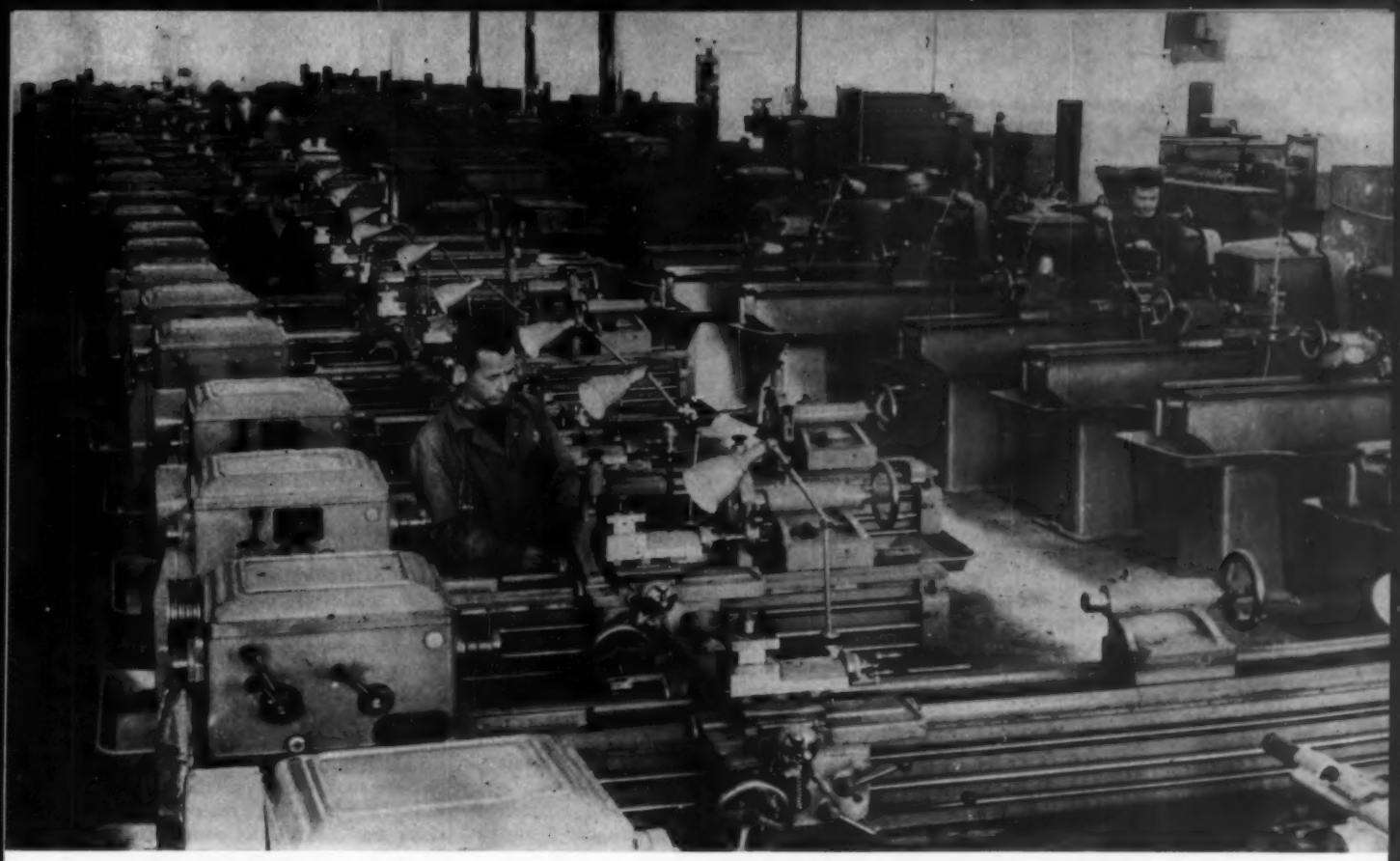
The major industrial enterprises in Bulgaria for which the machine industry may have an interest—except for agricultural equipment, textile machinery, and

Briefings set for traders

The entire membership of the Bulgaria-Hungary Trade Mission is scheduled to be on hand for consultations with businessmen at the Dec. 13 World Trade Conference in the Hotel du Pont, Wilmington, Del.

Individual mission members will also visit several major U.S. cities for further consultations with American traders. Sessions are already scheduled in San Diego, Dec. 7; Portland, Ore., Dec. 9; Chicago, Dec. 14; Milwaukee, Dec. 15; Pittsburgh, Jan. 4; St. Louis, Jan. 17; and New Orleans, Jan. 18. Other visits may be scheduled later.

Interested businessmen should check well in advance with the Commerce Dept. Field Office in the appropriate city to determine the identity and specialty of the particular mission members who will be on hand.



SOFIA MACHINE TOOL PLANT is supplied by Bulgaria's relatively small but important steel industry. There are two major steel complexes, one in the Sofia area and the other near the resort city of Varna. The Sofia mill features the latest in blast furnace operations based upon USSR technology.

roadbuilding machinery covered in reports of other mission members—are discussed below.

The steel industry is relatively small but quite important to the Bulgarian industrialization scheme. There are two major steel complexes. One is in the Sofia area and was visited by the writer. The other is in the vicinity of the resort area of Varna and supports subsidiary industries at the seaport towns of Varna and Burgas on the Black Sea.

Up to date

The mill in the Sofia area is of the latest technology in blast furnace operations based upon USSR technology. Planning was begun in 1960, construction in 1963 and full operation based on a million metric tons ingot capacity is scheduled for 1968.

Eventual plans call for 5 million tons capacity by 1980 when the entire integrated complex is complete. The initial phase, that which is now completed, includes the main power plant, a coking plant and coking residue chemical operations. There are blast furnances with a capacity of 300 metric tons of iron per melt and 1,000 tons of steel per day. an electric furnace capable of 100 tons of steel per charge, three Bessemer converters of 100-ton capacity, repair and ingot mold shops, roll-turning facilities, ingot-soaking pits and the blooming mill.

To be completed are ore purification and concentrating facilities, a cold mill with tinning, galvanizing, plastic coating and painting facilities to handle steel up to 60 inches wide. Wire mills, rod mills and other special shapes and sizes are a part of the long range program. Present facilities include a fabricating shop which will be used for customer work, once the plant is completed.

Their coal tar and methane production will lead to the addition of a coal complex on the same general site. Their ore has less than 30% ferrites, contains 8% manganese and a usable percentage of lead which will lead to ingot lead and ferromanganese production according to their plans. The technical direction is provided by the Committee for Research and Development of the Ministry of Chemistry and Metallurgy and the purchasing will be done mainly by TECHNOIMPORT, the commercial import agency of the Ministry.

The mill in the eastern part of the country also must be fairly conventional. The ship building industry is located there as well as the heavy machinery complex. A wire drawing plant was observed in the Varna area. As the shipbuilding and heavy shops are in the East, the mills in this area probably are supplying blooms and heavy plate to support the industry. I would assume, however, that its capacity is limited for the larger shapes and sizes and that these are predominantly supplied from the USSR, with this specific mill manufacturing only the most commonly used items. This assumption is based upon the fact that reportedly Bulgarian ore is only 25% to 30% ferrites, coal is low grade, and a major portion of the eastern mill complex is a lime operation with mining slaking plants.

Coal is soft

We were told that Bulgarian coal is mainly of the lignite variety—not too rich, and soft. At the Plovdiv Fair designs for a single-stand blooming mill and an electric furnace were shown which indicates an attempt to produce a few more highly specialized steels. This, coupled with the fact that a major ex-

porting agency such as BALKANCAR is importing the high tensile steels for the lift mechanism of the turn-lift trucks, would show a tendency toward the manufacture of certain specialized steel that their industry demands. The Mission received a specific request for ore concentrating equipment and some special mill equipment immediately required in this area.

Bulgaria has a fairly large maritime trade fleet, fishing fleet and Danube barge fleet. The shipbuilding industry is only partially supplying the needs of the country.

Danube barges

Bulgaria's yards are primarily fabricating yards and are mainly making barges, pushing and towing units for the Danube traffic, and making fishing boats both for the Black Sea and major ocean fleets. They are making fairly large refrigerated boats and are contemplating factory ships for the Atlantic and Pacific oceans fishing fleets. They have built a few general cargo ships in the medium sizes—up to 7,000 or 8,000 tons. They are in the process of building a 10,000 ton general cargo vessel.

Expansion in ship building is contemplated, although definite plans are not known. They are planning to make diesel engines up to 1,000 horsepower.

Shipbuilding comes under the general direction of the Ministry of Machine Building and in our interview with the machine building people at the Ministry, the Deputy Minister emphasized that shipbuilding has first priority in this area. Inquiries should start with the Ministry of Machine Building.

Electrical industry, electronics

Again, only general plans were given the the mission for the electrical industry. Production of switchgear and transformers was observed. Electric motors of up to 50 horsepower were displayed at the Plovdiv Fair, with indications that much larger ones—up to several hundred horsepower—will be made. These include D.C. and hoist-type motor as well.

In addition, relays which can be used in motor control circuits and radio and telephone switching systems are being made. Small electric appliance manufacture and electronics come within this industry also. No specific programs were announced for heavy electrical equipment.

There were some fairly good displays in electronics and electrical measuring and metering equipment. The Bulgarians are making a good deal of process-control equipment such as recording metering apparatus and even an analogue computer type of control for a complete flow process system. They are manufacturing radio broadcasting systems including studio equipment. They have developed a radio-controlled central clock system where all of the clocks within a 25-kilometer area can be adjusted to the correct time from a remotely operated central broadcasting source.

At Plovdiv they displayed radio and television sets, home appliances, an electronic desk calculator, typewriters and teaching machines, as well as a continuous monitoring machine for heart work in clinics—which they claim is an innovation of their medical profession. They are also becoming a major manufacturer within COMECON of diodes, transistors and printed circuit boards. They are manufacturing some electronic machinery such as coil-winding machines and presses for the insulating of wire coils.

The first interest of the electrical industry is in complete plants to fulfill its goals in the present 5-year plan. Emphasized were specifically a new plant for production of television tubes, technical agreements needed to facilitate production of television sets and also telephone systems. Initial contact with regard to these items should be with the Ministry of Machine Building.

Some machine tools

Bulgaria seems to be producing primarily the least complicated machine tools. Main production is of small and medium duty engine lathes in a wide range of sizes from small bench types up to about 24-inch swing medium duty lathes operating up to 1,000 r.p.m. with about 17-horsepower spindle drive motors. The headstock features hardened and ground gearing, and a special spindle bearing construction worked out jointly with S.K.F. of Sweden. They claim no more than .0001 inch runout at the spindle nose.

A rather complete line of horizontal and vertical knee-type milling machines is manufactured. In addition they build a shaper, upright drilling machines, OBI crank-type and clutch-type presses to 50 tons, hydraulic screw-type presses to 650 tons, gear cutting and gear deburring machines, center-type grinders with automatic electronic in-feed and sizing attachments, horizontal spindle reciprocating surface grinders, a line of lathe tools and grinding wheels, unit head special purpose machines and transfer machines.

Three types of machines claimed to be of their own development and patent were a program-controlled chucking automatic lather, a thread-broaching machine, and a large aluminum die-casting machine with capacity for parts up to 120 kilograms (250 lb.).

Machine tools manufacturing, buying and selling activities come under the direction of the Ministry of Machine Building. Penco Jomlev is the Director of the State Economic Association for Machine Tools. Importation is by MACHINOIMPORT, 2 Slavianska St., Sofia; export by MACHINOEXPORT, 5 Aksakov St., Sofia.

These people are interested in making better contact with U.S. machine tool builders for purchasing our products. They are also interested in making contact with potential sources for selling their machines in the United States. They have indicated an interest in purchasing tool grinding machines, horizontal boring mills, manufacturing-type milling machines, metal band saws and metal hack saws.

Activities of Balkancar

BALKANCAR, as mentioned earlier, is an "independent" corporation under the Machine Building Ministry. Its activities are many and varied. Its most important product is an exclusive production within the COMECON countries of fork-lift trucks and related materials handling vehicles. Total production is now 18,000 units per year and new plant additions are now in progress for 25,000 unit capacity.

BALKANCAR is a large industrial complex of 26 plants employing 30,000 people. It is attempting vertical integration as well as horizontal diversification.

BALCANCAR has 60 major suppliers throughout the world including such name brands as Plessey of Britain for hydraulic pumps (eventually license to manufacture will be arranged and a separate plant set up for this production), Bosch of West Germany for hydraulic control valves and manifolds, and Schwed of West Germany for the special steels and complete assemblies for the masts of the trucks.

BALKANCAR has recently negotiated a license arrangement with Broch Haus of West Germany for transmissions and will establish a manufacturing plant. It wishes to negotiate a license for diesel engines for the 20 to 50 horsepower range for its fork-lift trucks, and is seeking suppliers and someone interested in working with them for the power steering unit (either hydraulic or electric) for the lift trucks. It may even decide to purchase some of the larger and more specialized types of materials handling equipment for distribution within the

COMECON market. Officials of BALKANCAR are interested also in sales and distribution in the Americas, particularly the United States and South America as they are already selling in Canada. Their tendency is toward the arrangement of mutual aid in sales and servicing. For example, they would like very much to cooperate with U.S. firms in establishing manufacture in Latin America, and for reciprocal sales and service arrangements between the United States and East Europe.

BALKANCAR is interested in a license to manufacture diesel engines for its motorpower fork-lifts—in the range of 20 to 50 horsepower. The arrangement would consist of technical cooperation and a license agreement to set up a new plant.

A part of BALKANCAR also produces batteries for the electric lift trucks. This plant has branched out in production of automobile batteries, for the replacement market as well as for new cars. They are shipping some batteries to Volkswagen of West Germany, for a new plant they are building in cooperation with Warta of West Germany, scheduled for completion in 1969.

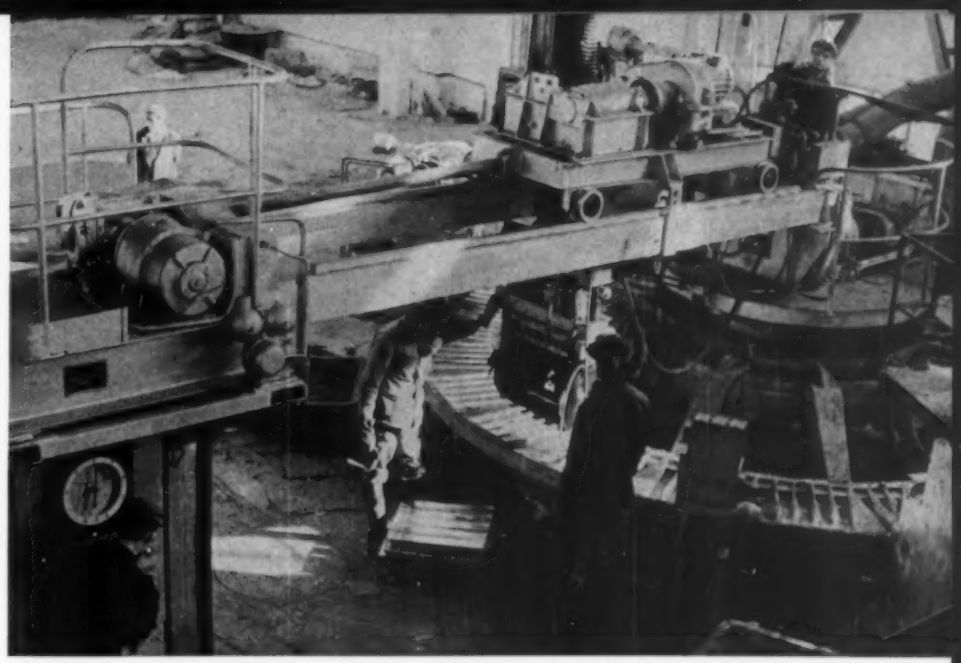
BALKANCAR has two well established plants making hoists. They are considered fairly well developed, according to general management sources. One is a plant for the manufacture of some hoists from 25 to 1,000 kilogram. These are basically chain hoists, hand-operated or with power assist by electric motor. Plans are underway for a pneumatically-operated hoist in this range.

The second plant produces cable hoists in the range of from 1 ton to 5 tons with plans to build up to 12 tons by 1967. These are electric motor operated hoists with a special patented motor system. The combined output of these two plants is 25,000 units per year, principally for the East European market.

Another well developed manufacturing plant, makes bicycles, Mo-Peds and lightweight motorcycles. It also produces the motors for the vehicles, including a 50-cc. engine for the Mo-Peds and 175- to 250-cc. engines for the motorcycles. It is in the market for negotiating a license on motor scooters.

Another phase of BALKANCAR's operations is in automobiles, buses and trucks. Nothing is as yet settled and officials claim the field is wide open, although they have already had discussions with some western European builders.

They mention passenger cars in the "under 1,000-cc." engine range and say that two plants will be built, each with production capabilities of 20,000 units per year—on the basis that there will have to be some export-import exchange of content. They are also planning to put up an assembly plant for some 10,000 units per year from imported components. These projects alone will dwarf the present fork-lift truck facilities.



BULGARIAN LEAD PRODUCTION in a non-ferrous metal plant in the Plovdiv District. Machine tools manufacturing, buying and selling activities come under the direction of the Ministry of Machine Building. Importation is by MACHINOIMPORT. The organization has expressed interest in improving U.S. contacts.

They also wish to negotiate a license or joint venture for inter-city buses, and are interested in large over-the-road trucks in the range of 8 metric tons hauling capacity and over.

Problems are there

There are some specific problems. If Bulgaria buys from the United States in dollars for sale in East Europe, ways must be worked out for the necessary foreign exchange. Generally they would prefer a working agreement or a joint venture agreement rather than a pure license agreement. This would, in their opinion, more easily solve the technical exchange and exchange of goods problems. They have stated that they would be willing to visit companies in the United States interested in discussing possibilities. U.S. firms may communicate with either Messrs. Sandon or Mednicarov of the Technical and Market Research Section, BALKANCAR, 5 Aksakov St., Sofia.

"How to sell" in Bulgaria is a complex problem for U.S. business. The largest and most integrated U.S. manufacturing corporations should consider direct selling to Bulgaria perhaps within a framework of a department for all of the Eastern countries. Because of the COMECON specialization it may be possible to be concentrated in the selling effort to only one or two of the East European countries. As alternates, the "piggy-back" method might be used to give the large corporation a wider base from which to market. The specifically oriented subsidiary corporation formed under the terms of the Webb-Pomerene act would best serve an industry which has a variety of firms, large and small, but where none predominate in the field.

On the whole it would mean that most smaller firms selling individual machinery items work through export-import companies specifically oriented toward this type of trade. The negotiator will have to have specialized knowledge of how to operate, offer a complete range of products, and deal with the two-way aspect of trade and barter.

It behooves us all to send trade literature, handbooks, technical magazines and the like to our potential customers in Bulgaria. They have practically no information now. Our trade associations can help in this effort. Literature may be sent through the Bulgarian Commercial Office in New York, the American Legation in Sofia (the Legation keeps a commercial reference file) but most of all, getting information in the right Bulgarian agency's hands is necessary.

The purchasing agencies do not publish a list of requirements nor do they generally solicit inquiries except in special situations. Unless they know of your product they will not seek it out. As in our own country, the race belongs to the quick.

Planned expansion of agricultural productivity in Bulgaria points to need for specialized machinery

Increase in farm products, to be attained through use of additional equipment, will spur food processing

By LATON M. HENDERSON
Dean Witter & Co., Chicago

With its productive soils, favorable climate, and abundance of labor, Bulgaria aspires to become an important world exporter of fruit, tobacco, vegetables, frozen poultry and canned ham.

HENDERSON

Toward this end, Bulgaria intends to expand its agricultural productivity through the use of more farm equipment, and fertilizers to be obtained from a new plant now being planned.

Realization of these aspirations will require increasing imports of complete food processing plants, machinery, equipment, animal feed grains and technology. Plants for meat processing and vegetable freezing are scheduled in the current five-year plan (1966-70). The country also will need terminal warehouse facilities at ports of shipment.

With attainment of an output exceeding that which can be consumed locally and exported fresh, canning, deep freezing, and further processing or conversion into animal or poultry products will be necessary. Negotiations have already been completed for two chicken-broiler killing plants; and rapid expansion within two years to five million birds on feed at all times has been planned.

More feed will be needed

Production of five million broilers will require at least 100,000 more tons of feed, plus additional tonnage to produce the hatching eggs. Still more feed will be required for a 300,000 bird commercial egg-laying operation reportedly going into operation.

Bulgarian land areas are already highly utilized. Although output per hectare can be increased with better seed and more fertilizer, much protein will have to be imported for some time. Bulgaria also has been considering production of a substantial quantity of poultry feed from wood chips.

The Bulgarians are interested in dehydration of milk, with special emphasis on its use in baby food formulas.

In basic agricultural machinery and equipment Bulgaria has become largely self-sufficient and no substantial imports are contemplated. The trade mission noted, however, observing a brand new drill seeding wheat, that no remote, automatic attachments were available to the tractor driver. Three farm laborers—two men and one woman—were required to drive and operate the drill being pulled by a tractor. In some areas horses are still used.

U.S. advanced farm machinery and technology are desired, but only in small numbers for trials and samples. Complete food processing operations that can and freeze meat and milk according to U.S. and world quality standards are needed.

Looking toward the future

What are the future opportunities for the U.S. manufacturers of specialized agricultural machinery and food processing plants?

Major manufacturers probably can afford to keep calling on this market with the hope of some future business. Most producers, however, probably would do better by using the services of a manufacturer's agent or some combined representation. As the Bulgarians do not use a sealed bid or world published trade tender system I would suggest selling blueprints, plant layouts and technology as a separate item from the actual machinery and equipment. Because of limited item purchases, the technology is sometimes worth more than the small equipment sale.

In some instances, the original designer finds his ideas being used as the basis of the bid from another country. A bidding manufacturer who does not need to go to the expense of design and layout naturally has advantages in pricing the desired items. The purchaser thereby gets the ideas free and the original designer is the loser.

No specific bids or tenders were obtainable on this trip; however, the Bulgarians have in their five-year plans considerations about several food processing

A PRIME TARGET for U.S. manufacturers of specialized agricultural machinery is the fruit and vegetable growing industry. Labor-saving devices for planting, harvesting, and processing are in demand.

plants and specialized agricultural machinery. As U.S. technicians move ahead, the foreign nations always want the machines as soon as possible. The real question is, how does the U.S. seller make the sale as soon as permissible and before the ideas get in from some other source?

State trading agencies

The state trading agencies and their addresses are listed on page 8, but I would like to suggest several for the attention of suppliers attempting to sell technology and equipment. The government agencies have their own specializations and should be approached directly to inform their buyers of what is available from the United States—specifications and prices.

AGROMACHINA: tractors and farm implements, grain and seed cleaners, milking machines, feed grinders, fertilizing machines, pest control and irrigation equipment.

MACHINOIMPORT: machinery for the food industry, industrial refrigerating plants, internal combustion engines.

RODOPA: grains, feedstuffs; breeding livestock and pultry vitamin; mineral and medicated premixes; animal feed and human food-processing machinery and equipment for own organization. One of the most important contacts.

TECHNOIMPORT: complete food processing plants. This office is for the large, turn-key installation.

TEXIM: special machinery for management of industrial, farm and other enterprises in the country and abroad. Deals in financial, reexport and switch transactions.

BULGARCOOP: emphasis expected to be concentrated here in near future on chicken-broiler production, processing and exporting. This group should be closely checked for future expansion.

Two other organizations that are always looking for the newest ideas in agricultural machinery, processing and world trends are the State Committee for Science & Technical Progress, #8 Slavianska Street, Sofia, headed by Professor Ivan Popov; and the Ministry of Agriculture, where plans are being formulated by Todor Todorov, Animal breeding department head, for a turkey breeding operation for 500,000 birds per year.

Further suggestions are:

► Plan to visit Bulgaria for at least a week so that you can complete the rounds of all governmental offices to explain your items. Have confirmed hotel and transportation reservations.

TOBACCO PRODUCTION has increased in Bulgaria, and this year the total should reach 150,000 metric tons. Turkish varieties of small-leaf and some Virginia-leaf types of tobacco predominate.

► Write to the Foreign Relations Department of the Bulgarian Chamber of Commerce, 11a, al. Stamboliiski Boulevard, Sofia, cable TERGPALATA, well in advance and tell them the purpose of your trip (licensing, selling, buying), how long you will stay; send at least three copies of your brochures, catalogs or other material. Later on you can communicate with the agency you are interested in, but do not give away your technology until you have an order!

► Write to the Economic Officer of the U.S. Legation in Sofia and advise him of the date of your arrival and the purpose of your visit.

► The Office of the Commercial Counsellor to the Bulgarian Legation, 50 E. 42nd St., Suite 1501, N.Y., and the Commercial Counsellor of the Legation of the People's Republic of Bulgaria, 2100 16th St. NW., Washington, D.C., also can be helpful in planning your contacts.

► Pertinent publications and statistical information are available from the Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230.

► Seek out an agent that can constantly follow up promptly and frequently any developed leads. We must expect competition from the closely adjoining European countries for sales and especially service and spare parts. Have a ready solution to the spare parts and service problem of complicated machinery and plant operation. Answer any correspondence promptly.

Suppliers will meet stiff competition in the Bulgarian market; however, U.S. agriculture is well regarded and technically qualified representatives will receive cordial welcomes in the country.

Despite the many problems, the new five-year plan aims to increase food processing 35% by 1970—through extensive application of agricultural chemistry, machinery and irrigation.

The patient, aggressive, well organized and competent U.S. businessman will find there is business to be developed. If your specialized machinery does not warrant direct merchandising overseas, communicate with some of the many efficient manufacturers' agents that send qualified representatives abroad.

MISSION MEMBERS CONFER with Hungarian trade officials during their trip to Budapest. They discovered some trade opportunities for U.S. exports.

MISSION REPORT: THE MARKET

Hungary's trade growing

Need for lower production costs offers opportunities for U.S. equipment

By ROBERT E. SIMPSON

Hungary's $1.5 billion import market offers limited but distinct opportunities for selected U.S. exports of U.S. capital goods.

Numerous factors which have kept U.S.-Hungarian trade at token levels in the postwar period rule out for now any likelihood of rapid increases in U.S. sales. But our talks with officials of Hungary's trading companies and production enterprises showed widespread interest in cost-cutting U.S. production equipment, as well as evidence that individual U.S. businessmen are finding opportunities for profitable business in Budapest, notwithstanding the obstacles so frequently cited.

Over the long run, important increases in U.S. export levels will depend on the outcome of major questions of trade policy and the vigor of commercial efforts in both countries. U.S. exporters of capital goods, however, would be unwise to assume that the Hungarian market is firmly closed pending such changes. Opportunities to sell in Hungary should not be disregarded in any review of the market opportunities in Eastern Europe.

Hungary's foreign trade has grown rapidly since 1955. By 1965 exports and imports were about $1.5 billion each. Imports include large quantities of raw materials, as well as a growing amount of machinery. Traditional export emphasis on agriculture is gradually giving way to exports of industrial products. This trade is primarily (65%) with the other socialist countries of Eastern Europe and the USSR, and most of the remainder is with Western Europe.

Substantial prize

The approximate $500 million of annual imports from outside the socialist bloc, however, represents a substantial prize, actively sought by major Western European nations, led by West Germany. Canada is the latest addition to the growing list of trading nations which have negotiated trade agreements with Hungary, designed to broaden their trade relations.

The U.S. Mission arrived in Budapest on a plane carrying a trade mission from Greece, and other missions from the UK, France, Italy, Canada, Uruguay and Brazil were reported to be just ahead or just behind our party in the Budapest schedule. Hungary with its ambitious plans for new plants and for equipping its country with the most modern tools in a drive for better quality and lower cost export products, is a busy gathering-place for Western businessmen.

Hungarian trade with the United States has been very low ever since World War I. In recent years Hungary's exports to the United States have ranged from $1½ to $2 million annually, mostly specialized consumers' goods and food items. U.S. exports have run higher in 1963-65, amounting in 1965 to more than $9 million. These larger U.S. shipments included large quantities of agricultural products, plus some chemicals and small quantities of a variety of specialized machinery.

Hungarian earnings from the United States are also augmented by a limited but growing number of U.S. tourists—more than 24,000 in 1965.

Prospects seen

Opportunities for U.S. capital equipment sales to Hungary will depend importantly upon how successfully Hungary can pursue its ambitious plans to increase industrial capacity and raise the quality of its output. Our Mission was repeatedly told by trading companies and production officials of the high priority now attached to improving the quality and reducing the cost of production, while continuing to increase total output.

This emphasis on increasing output by raising productivity and improving its quality implies an emphasis in new industrial investment on modern equipment and advanced design—a combination in which U.S. machinery suppliers have always enjoyed a competitive superiority. If Hungary is able to pursue these objectives as now planned, the attractiveness

to her engineers of U.S. equipment should enable U.S. suppliers to share in Hungarian orders, notwithstanding current problems which face U.S. trade with Hungary.

The 5-year plan for 1966-70, adopted last June, provides a broad guide to Hungarian priorities in industry, and a rough measure of the comparative expansion now visualized. This plan is comparatively modest in relation to previous plans, calling for investment of over $20 billion during the period. Almost half would be in industry, where a 6% annual production increase is planned. Most of this increase would result from increased productivity rather than from net new production capacity.

Within industry, especially large growth is projected for food processing, chemicals, metallurgy, machinery and power production. These priorities explain the widespread interest in a variety of capital goods and equipment expressed by Hungarian officials in their talks with industry members of our Mission, detailed by the business members in their separate reports in these pages.

The plan contemplates a steady increase in Hungarian foreign trade over coming years. Because of Hungary's close economic relations with the USSR and the COMECON countries of Eastern Europe, trade with the socialist group of nations is projected to rise more than overall trade. Trade with the rest of the world is also expected to rise, however, and Hungary, while relying on the USSR and COMECON for most of her raw materials, hopes to be able to buy large amounts of industrial equipment in the West.

Factors affecting future trade

A number of factors will directly affect prospects for increased U.S. sales to Hungary:

Hungary's ability to pay. Hungary's trade with the Western countries is carried on in convertible currencies. Theoretically, therefore, it would be free to increase imports from the U.S. substantially regardless of its direct sales to the United States as long as it has substantial earnings in Western Europe. In fact, there is some flexibility in this respect, as evidenced by our present heavy export surplus.

In practice, however, this flexibility is not complete. Many of Hungary's Western trading partners watch closely their bilateral balances with Hungary, and would question sharp increases in purchases from the United States, paid for by diverting imports away from them. This means that Hungary can buy any one plant or any one order from a U.S. supplier if it wants his product enough, especially if it can be demonstrated to cut costs or increase productivity enough to pay for itself in new exports. But over the long run, and in its imports as a whole, Hungary does not have unlimited freedom to increase its imports from any country without regard to its direct earnings from that country.

In this broader view, therefore, no major and sustained increase in U.S. exports to Hungary will be possible unless Hungary succeeds in raising its own direct exports to the United States over present levels. The prospects are briefly examined in a separate report by Hirst in these pages.

Hungary's willingness to buy. A closely related fact of importance is the widely held Hungarian view that little effort in developing markets for Hungarian goods in the United States is merited until some of the present limitations on trade are removed. In particular, the Mission found that a great majority of the people it talked to regarded the U.S. tariff level on Hungarian goods as an insurmountable barrier which would make any real attempt to cultivate the U.S. market futile at this time. Other outstanding trade policy measures often were cited in the same vein, but tariff discrimination loomed largest.

Short-term view

Given this Hungarian assessment, it appears to us unlikely that Hungary will be willing to invest the effort or funds needed to make any major new drive to sell its products in the United States for the time being. If this proves correct, it is probable that no major increase in Hungarian sales can be expected at this time, and that short-run opportunities for a major increase in total U.S. sales are, for this reason, not promising.

Orientation to Western Europe. In the normal course, Hungary's trade channels

U.S.-Hungarian trade: trends in selected commodities

U.S. exports	1963	1964	1965
	Thousands of dollars		
Total	17,280	13,654	9,327
Wheat	7,885	2,486	—
Soy beans	1,030	2,451	3,550
Soy bean oilcake and meal	1,131	3,422	2,777
Cattlehides	12	65	706
Inedible tallow	—	77	533
Hides and skins	252	124	389
Inorganic chemicals	107	49	306
Non-seed corn	5,956	158	—
Raw cotton, except linters	—	2,267	—
Other	907	2,555	1,066
U.S. imports			
Total	1,585	1,693	2,092
Willow and osier baskets and bags	161	186	198
Stamps	174	125	196
Bicycles	213	143	140
Brooms and brushes	163	129	123
Paprika	57	152	114
Non-cotton, non-jute vegetable fiber fabrics	43	52	112
Pottery	65	83	103
Alcoholic beverages	118	128	94
Other	591	695	1,012

westward lead first to Western Europe—notably West Germany, followed by the United Kingdom and Austria. Exporters of these countries enjoy advantages of nearness to Hungary, low transportation cost, cultural affinity and long-established business contact. Many Hungaria... expressed the view that the U.S. suppliers were too far away, and that the established ties to Western Europe would continue for a long time to be preferable for many product areas. This attitude presents a challenge which U.S. exporters can meet, but which they must recognize and be prepared to devote special effort to overcome if they wish seriously to develop business in Hungary.

Ties to COMECON. Two-thirds of Hungary's trade is now with the countries of Eastern Europe, led by the USSR, and this proportion is scheduled to rise somewhat further in coming years. This trade is covered by a network of bilateral trade and payments arrangements, and by multilateral agreements which provide for each country to specialize in production of certain products and furnish them to all COMECON countries.

Preference in choosing

The effect of this arrangement is to give some degree of preference in choosing the source of Hungarian exports, to the COMECON countries, and this preference for COMECON sources on those goods available from COMECON will undoubtedly continue to be a major factor in Hungarian trade. At the same time, the one third of Hungary's imports bought outside of COMECON represents a large market in itself, while the type of specialized capital goods the United States can hope to compete on is least likely by its nature to be available in COMECON trade.

Organization for trading. Channels for foreign trade in Hungary are broadly similar to those of other Eastern European countries. Buying and selling is done by 32 state foreign trade agencies. Each of these agencies, operating under the Ministry of Foreign Trade, has a particular list of goods or services to trade in (see list of agencies, p. 27). Most of them have specified commodity fields in which they buy and sell for all Hungarian users. The remainder take care of various services such as tourism and licensing.

A few producing enterprises now have authority to do their own foreign trade buying and selling as well. While these foreign trade companies act as buying agents, however, the eventual user, especially in capital goods, is obviously an active party to the process of deciding what specifications to seek in reviewing offers of equipment, and in deciding what to contract for.

U.S. exporters should therefore, make and develop their contacts not only with the professional buyers of the foreign trade companies but also with the designers, engineers and managements of the producing enterprises which actually originate the requests for purchase and specify the type and quantity of equipment to be bought. The business members of the Mission, in their reports on individual sections of the market go into more detail on the agencies operating in each industry.

About a third of Hungary's trade is with the West

Country	1965 Exports	1965 Imports
	Thousands of dollars	
Overall total	1,509,480	1,520,315
Total with the West	451,720	502,095
West Germany	71,904	76,723
Italy	51,694	37,160
France	15,906	20,746
Benelux	20,463	21,759
Austria	31,299	42,398
Sweden	12,601	9,467
Switzerland	20,196	11,285
United Kingdom	19,032	21,638
Turkey	9,256	10,951
United Arab Republic	12,643	8,798
India	14,860	14,459
United States	2,092	9,327
Canada	1,448	7,757
Others	168,326	209,627

Can represent foreigners

In addition to the foreign trade companies, two Hungarian manufacturers' agents are licensed by the Ministry of Foreign Trade to represent foreign companies in Budapest. These two agents can deal with the various Hungarian agencies on behalf of their clients, taking a commission on sales for their compensation.

Projected economic reform program. Hungary is now developing the details of a basic revision of its whole system for planning and administering the economy. Many details of this revision remain to be worked out before it becomes effective on January 1, 1968. The general objective is to reduce the amount of rigid and detailed planning of production and foreign trade and allow market forces to operate on a wider scale to regulate such decisions.

Its important practical effect on the foreign trade field is that a great many additional producing enterprises will get authority to import and export directly, on their own responsibility and judgment. They will be able to buy their own machinery (although procurement of complete factories will continue to be centralized) and raw materials, as well as to import products for the Hungarian market which they decide are cheaper to import than to manufacture in small runs.

This decentralization move, if carried out, will at one stroke multiply the number of direct importers in Hungary for most import items, ending the monopoly of particular foreign trade companies for trade in particular items. It is of great importance for potential exporters to Hungary, and should open up important new opportunities for contact and selling.

HIGH QUALITY MACHINE TOOLS (left) produced at Esztergom Tool Factory are exported to 40 countries. Factory exports about 75% of output.

HUNGARIAN SUPERMARKET (below) on Christina Ring Street in Budapest. HUNGAROCOOP is the state trading enterprise for consumer items.

MISSION REPORT: ACTIVITIES

Members visit plants, ministries, agencies

Business proposals carried to appropriate enterprises

By STEPHEN M. HIRST

The Mission members, arriving in Budapest Oct. 15, visited various state trading corporations and a number of plants during their 12-day stay in Hungary.

Business Information Center activity was minimal in Hungary also. The Mission devised yet another method to assure maximum exposure of business proposals to interested parties. A routing schedule was made up at the outset to guide Mission members, who carried the proposals to discussions and presented them for consideration at the proper agencies.

The activities were led off by several general meetings, the first with the Vice President of the Hungarian Chamber of Commerce. The Chamber plays a role different from that of the U.S. namesake; it acts as a coordinator of foreign trade activities. A second meeting was held at the Ministry of Foreign Trade and a third at the Hungarian Committee for Technical Development.

The Mission was invited to discussions at about a dozen foreign trade enterprises.

Set global policy

Members also met with various government agencies. In general, government agencies, particularly the Foreign Trade Ministry, set global policy on exports and imports for the foreign trade corporations. These, in turn, try to meet individual enterprise orders while staying within the general guidelines. They match specific demands to bids and specifications supplied them by exporters abroad.

The Hungarian state trading companies, their addresses, and commodities and services are listed below. All are in Budapest (zone number in parentheses).

AGRIMPEX: P.O. Box 278, (62). Export, import of agricultural products.

ARTEX: P.O. Box 167, (62). Furniture, carpeting, sporting equipment, handicraft, toys and games.

BUDAVOX: P.O. Box 267, (62). Telecommunications.

Budapest Fair Office: Varosliget, Budapest XIV. Organization of Budapest International Fair.

CHEMOKOMPLEX: P.O. Box 141, (62). Equipment used in the chemical, petroleum and aluminum industries.

CHEMOLIMPEX: P.O. Box 121, (V). Trading company for chemical products.

ELEKTROIMPEX: P.O. Box 296, (62). Telecommunication equipment and precision-made items, optics.

FERUNION: P.O. Box 190, (62). Hardware (tools, ironware, household articles, glassware, construction materials, sanitary items).

GANZ-MAVAG: P.O. Box 136, (70). Makers of locomotives and hydroelectric machinery.

Ganz Meter Factory: P.O. Box 577, (V). Export of electricity supply meters.

Hungarian Railway Carriage and Machine Works, Gyor: Foreign Trade Dept. Oktober 6 utca 7, (V). Workshop for construction of rolling stock and machinery.

HUNGAROCOOP: P.O. Box 34, (V). Barter and trade of consumer items.

HUNGAROFILM: P.O. Box 39, 502. Distribution of cinematographic materials.

HUNGAROFRUCT: P.O. Box 386,

AT LANG MACHINE FACTORY in Budapest (top of page), Mission members discuss trade with officials. Foundry school apprentices (above) visit blast furnaces of the Danube Iron Works. Officials of state enterprises (see accompanying list) expressed interest in variety of U.S. equipment.

(62). Cooperative for exportation of fresh vegetables and fruits.

HUNGAROTEX: P.O. Box 100, (4). Export of textile products, import of textile raw materials.

KOMPLEX: P.O. Box 125, (V). Installation of factories.

KONSUMEX: P.O. Box 367, (4). Import and exchange of consumer durables, dry goods.

KULTURA: P.O. Box 149, (62). Export, import of books and newspapers.

LICENCIA: P.O. Box 207, (V). Purchase and sale of patents and manufacturing licenses.

LIGNIMPEX: P.O. Box 323, (62). Export, import of wood and paper, coal and coke.

MAFRACHT: P.O. Box 250, (62). Hungarian Shipping Agency.

MASPED: P.O. Box 123, (V). General forwarding, freight handling.

MAVAD: P.O. Box 205, (62). Game animals, hunting licenses, pets, laboratory animals.

MEDICOR: P.O. Box 150, (62). Medical apparatus.

MEDIMPEX: P.O. Box 126, (5). Pharmaceutical products.

MERT: P.O. Box 42, (5). Quality control company, sampling, testing.

METALIMPEX: P.O. Box 330, (62). Export, import of metals, ores and industrial steel products.

METRIMPEX: P.O. Box 202, (62). Precision instruments, automation devices.

MINERALIMPEX: P.O. Box 130, (62). Oil and mine products.

MOGURT: P.O. Box 249, (62). Motor vehicles and servicing equipment.

MONIMPEX: P.O. Box 268, (62). Export, import of wines, tobacco, specialty foods, spices.

NIKEX: P.O. Box 103, (4). Products used in heavy industry.

PANNONIA: P.O. Box 354, (62). Motorcycles, bicycles, tubes and fittings, textile-working machines.

PHILATELIA HUNGARICA: P.O. Box 600, (5). Import and export of postage stamps.

PRESTO: P.O. Box 120, (5). Advertising and publicity agency.

TANNIMPEX: P.O. Box 406, (62). Skins, hides, leather and furs and products.

TECHNOIMPEX: P.O. Box 183, (62). Machinery.

TERIMPEX: P.O. Box 200, (4). Export and import of livestock, fresh-water fish and agricultural products.

TESCO: P.O. Box 101, (4). Interchange of data, technical assistance.

TRANSELEKTRO: P.O. Box 377, (62). Electrical transmission equipment, appliances, power tools, electric motors.

United Incandescent Lamp & Electrical Co., Ltd.: Ujpest 4. Lighting equipment, tubes, transistors.

Hungarian Chamber of Commerce: P.O. Box 106, (62). Answers trade inquiries, coordinates trade arbitration, issues publications.

National Bank of Hungary: (54).

Hungarian Foreign Trade Bank, Ltd.: P.O. Box 107. Makes guarantees, arranges barter, currency transactions.

MISSION REPORT: FOOD PROCESSING, PACKAGING

Hungarians want to export food; admire U.S. equipment, know-how

Investment in agriculture, processing provided for in five-year plan but U.S. suppliers face East, West European competition

By SHEFFIELD T. ABOOD

The expanding Hungarian economy provides an increasing market for domestic and imported products.

There is a particular need for equipment to increase production, to reduce handling and distribution costs, and to improve packaging. For the U.S. businessman interested in developing new markets or new sources, and for the man who wants to deal with a rapidly growing economy, Hungary presents an excellent market to investigate.

The Government attempts to maintain a rough balance in its overall imports and exports with other countries. At the same time, it also is urging its business enterprises to make greater efforts to increase their exports. The market offers good opportunities for new U.S. equipment and materials, but this potential will face competition from both Western and Eastern Europe, where longer term credits for capital goods are generally available.

The U.S. businessman dealing with Hungarian foreign trade enterprises must be prepared for a certain number of delays and disappointments as well as a few pleasant surprises. Sales which seem to be sure often do not materialize. Some which have been forgotten suddenly are consummated. The U.S. businessman should have both patience and time to develop trade in Hungary. The result may be rewarding.

U.S. packaging know-how, equipment and materials are held in high esteem by the Hungarians, however; therefore it may be assumed that such goods will be welcome wherever they are considered essential for the economy.

For food industry

American packaging equipment and materials would be especially useful for packaging items for export to the United States. The opportunities for sales appear particularly good in packaging equipment and materials for the food industry, because the Hungarians have shown great interest in exporting food products. The current five-year plan provides for expansion in agricultural production, and food processing and marketing facilities.

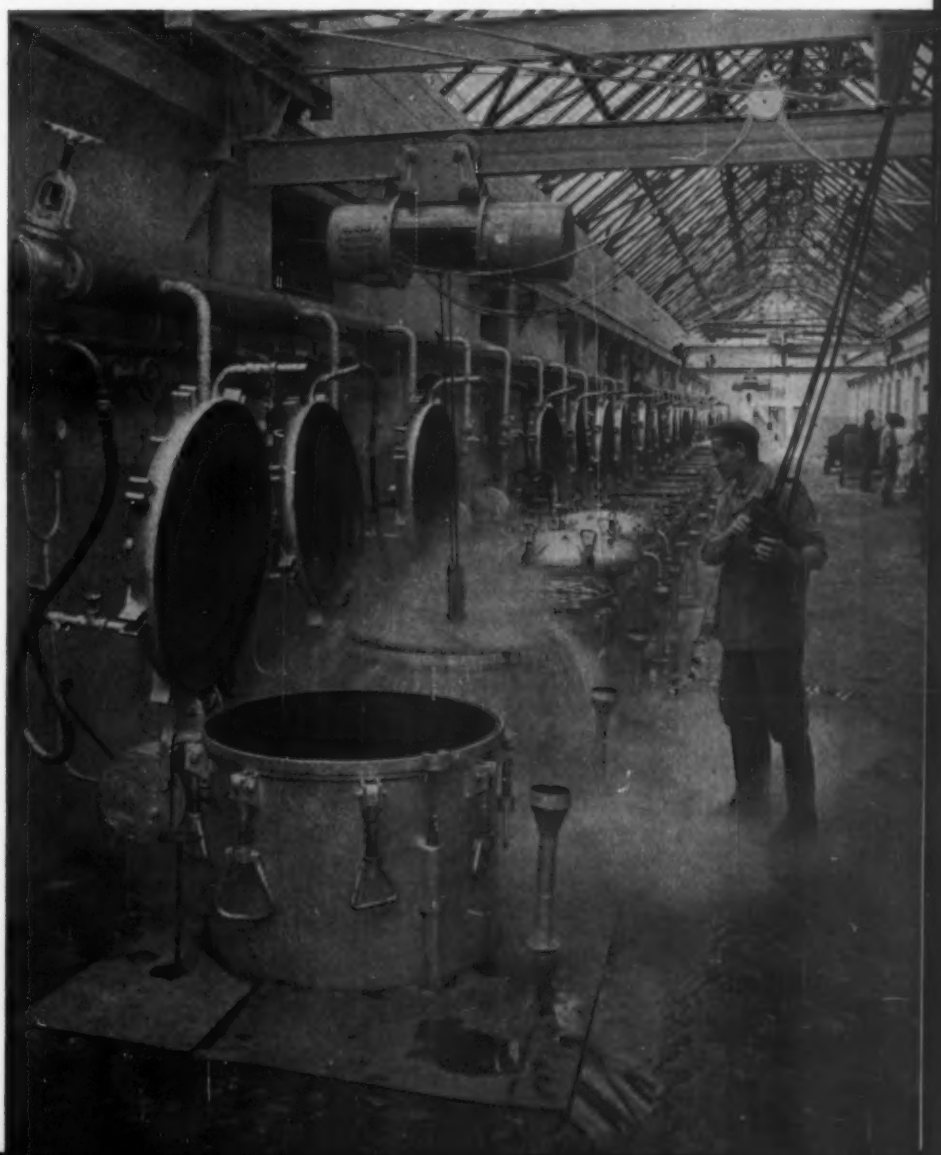
A foreign trade enterprise which would import equipment and materials for use in food processing and packaging for export is KOMPLEX. Georg Szanto is its deputy general manager and its address is Dorottya utca 6, Budapest V.

Hungarian enterprises not only want and need U.S. products—they also need U.S. know-how. Thus, there are a number of possibilities for equipment sales or licenses to produce the equipment. Much new and modern machinery is needed not only for new plants but also for expansion of existing facilities. One vinegar plant is now in operation; an additional such plant is included in Hungary's five-year plan.

Machinery needed

Equipment and other important items needed by the Hungarian food industry are:

New machinery for an entire plant to make beer and ale; five sterilizing machines, capacity 150 bottles per hour; pasteurizing equipment for six plants;



GREEN PEAS FOR EXPORT are processed at a Hungarian plant. U.S. food processing, packaging, and storage equipment and materials are in demand as Hungary proceeds with agricultural modernization.

compressors for cold storage plants; compressors for refrigerator trucks; complete installation of yeast (for consumer use) factory; machinery for bottling juices; such as peach, apricot, lemon;

Complete machinery for canning tomato puree and ketchup; machinery to manufacture cigarettes, including packaging and wrapping;

Complete machinery for processing potato chips; equipment for new plants for processing a variety of frozen TV dinners; plants and equipment for freezing and packaging cooked fruits and vegetables; equipment for a new plant for processing and packaging fresh frozen vegetables.

MONIMPEX imports oranges, grapefruit, lemons, coffee, tea, cocoa beans, cocoa powder, spices, canned fish, tobacco flints, salt, alcohol, raffia, cigarettes (few of which are U.S. made).

A farm economy

Hungary's main economic activity traditionally has been agriculture—based on the country's principal natural resource, its fertile soil.

Before World War II more than half of the population was dependent upon agriculture, which contributed some 40% of the national income and as much as 70% of the country's total annual exports.

Following a two-year slowdown, the Government at the end of 1958 renewed intensive agricultural collectivization drives and in September 1961 announced that nearly 96% of the country's total arable land was in the socialist sector.

The provisions of Hungary's third five-year plan, voted into law by Parliament last June and now in operation, call for a 13 to 15% growth in agricultural production. If this goal is achieved, it will result in a slight increase over the gains recorded during the past five years when production expanded by 10%.

The Hungarian Government predicts that investment will increase, chiefly through an elaborate program of mechanization, which calls for purchases of equipment, including possibly 38-40,000 tractors, 35-36,000 trailers, and 6-7000 corn combines.

The Government also stresses the continued importance of household plot production and emphasizes poultry raising. The sowing pattern for crops will remain basically unchanged, but vegetable production is to be increased by 45 to 50% by 1970 to meet domestic and export requirements. The rate of growth for livestock production is planned to continue at the level of the last five-year plan. Special attention will be given to cattle and sheep raising.

Additional details of the five-year plan for agriculture were given to the Hungarian National Assembly by Deputy Premier Lajos Fehér. He said that 16 to 18% of state investment, or $2.5 billion, will go into agriculture during the five-year period. Of this amount, $2 billion will be spent to expand vegetable and fruit production, and about $160 million for expansion of marketing and processing facilities. Investment in the food processing industry itself—largely to broaden canning and cold storage capacities—will amount to $320 million.

Greater leeway also will be given the cooperative farms for processing activities both to reduce transport cost and to provide more regular employment for cooperative farm members. The Deputy Premier noted that even if the mechanization plans can be realized, it will be necessary to continue to use large numbers of students during school vacations and in the autumn to help with the harvests, particularly of vegetables, fruits and grapes.

Market profile—Hungary

Government: A Communist People's Republic, similar to that of the USSR, based on a constitution promulgated in 1949. Hungarian National Assembly, a unicameral body of 298 members, is declared to be supreme organ of state authority; actually, real power rests in Politburo of Hungarian Workers' (Communist) Party.

Area: 35,909 square miles—about the same as Indiana.

Population, 1965: Estimated at 10 million, of whom some 5 million were employed as follows: 1,856,000 in industry and construction; 1,530,000 in agriculture; 311,700 in transportation and communication; 346,000 in trade; 858,100 in administration, health and cultural, and other institutions.

Principal cities: Budapest, capital and largest commercial center, 1.9 million at the beginning of 1965; Miskolc, 166,927; Debrecen, 145,692; Pecs, 133,992; Szeged, 113,594.

Income, 1964: Gross national product estimated at $9.9 billion; per capita income, about $990.

Currency: Hungarian forint—1 forint to $0.09 at official rate and $0.04 at tourist rate of exchange—is not convertible, nor is it quoted on any international monetary exchange market. Hungary is not a member of the International Monetary Fund. Transactions with free world countries are in hard currencies or in currency of trading partner. Foreign exchange reserves are low and balance of payments situation difficult.

Agriculture: Chief products, and 1965 harvest (in thousands of metric tons): wheat, 2,347; barley, 1,013; maize, 3,564; potatoes, 1,485; sugar beets, 3,449.

Mining: Principal minerals are coal, petroleum, iron ore and bauxite. Production in 1965 (in million of metric tons): bituminous coal, 4.4; brown coal, 27.1; crude petroleum, 1.8; iron ore, 0.8; bauxite, 1.5.

Industry: Selected items of 1965 production: electric energy, 11.2 billion kilowatt-hours; pig iron, 1.6 million tons; steel, 2.5 million tons; aluminum, 58,099 tons; cement, 2.4 million tons; tractors, 2,961; diesel locomotives, 128; buses, 2,779; diesel motors, 672; center lathes, 2,481; milling machines, 1,074; drilling machines, 4,977.

Transportation: All major transportation facilities are state-owned. Freight turnover in 1965 (in million ton-kilometers) was as follows: railroads, 17,293; water transport, 1,682; highway transport, 1,698.

Exports, 1965: Valued at $1.51 billion (at official exchange rate); $1.06 billion went to Soviet bloc; $160 million to Common Market countries; $19 million to United Kingdom; and $2.1 million to United States.

Imports, 1965: Valued at $1.52 billion; $1.02 billion came from Soviet bloc; $156 million from Common Market countries; $21.6 million from United Kingdom; and $9.3 million from United States.

Conditions of trade: Foreign trade is a Government monopoly. It is conducted by governmental foreign trade organizations in accordance with national economic plan for entire country.

Hungarian current five-year plan calls for 10% annual increase in chemical industry growth rate

Interest expressed in U.S. equipment and technology; expansion of fertilizer production also planned

By BJORN ANDERSEN

The third Hungarian five-year plan (1966-70) calls for more realistic developments than the previous 5-year plan which in some respects fell short of the goals.

The current plan calls for an average 5% increase in industrial production, but it should be noted that the plan calls for a 10% increase in the chemical industry's annual growth rate. Even with this increase the major portion of the planned production is for domestic consumption. Only a small percentage is slated for export.

Some plants are already under construction; others are planned. Interest was expressed in U.S. technology and goods.

Hungary is rather poor in natural resources and raw materials, except for bauxite, of which it supplies more than 5% of the world's consumption.

Electric power costly

Electric power is expensive and hardly sufficient for the country's need. A new power transmission line (of 400 to 500 thousand volts) is projected from the USSR, in addition to new thermoelectric power plants based on imported oil.

While Hungary has some oil and natural gas (methane) fields, the supply is insufficient for the country's need. In 1965 domestic crude oil production was about 1.8 million tons. A new petroleum combine at Szazhalombatta when completed will process three million tons of crude annually. A second 300,000 tons per year platforming plant is nearing completion.

Hungary is already getting crude oil from the USSR through the pipeline from there to Czechoslovakia, a side line branching off to Hungary. A new oil line is projected directly to Hungary from the USSR. The major technology for this refining and petrochemical complex will be from the USSR.

The domestic natural gas (methane) will play a major role in chemical expansion. Some gas is piped into Hungary from Rumania. The domestic supply appears to be on the increase, however, making the Rumanian supply less important—especially as a new gas line is also projected from the USSR to Hungary. This pipeline also will supply Italy.

Imports, 1965

Among Hungary's 1965 imports were:

Calcium carbide, 30,000 tons; polyethylene, 4,500; polyvinylchloride powder, 7,000; polyvinylchloride cable grade, 1,000; polycaprolactam, 4,500; rayon yarn, 4,500; rayon cord, 4,000; formaldehyde, 10,000; synthetic rubber, 10,500; natural rubber, 15,000; phosphate fertilizer, 100,000.

In the current 5-year plan (1966-70) $120 million worth of textile fibers and $100 million worth of material for the rubber and plastics industry will be imported from Western countries.

The current plan calls for the following annual capacities (in tons unless otherwise shown) by 1970:

Alumina (Al_2O_3), 450,000; fertilizer, 550,000 to 600,000; synthetic fibers, 12,000; chemicals, 100,000; auto tires, 900,000 units; polyethylene, 24,000; PVC, 30,000; domestic wood (elm) for paper pulp, 100,000 (first step, 50,000).

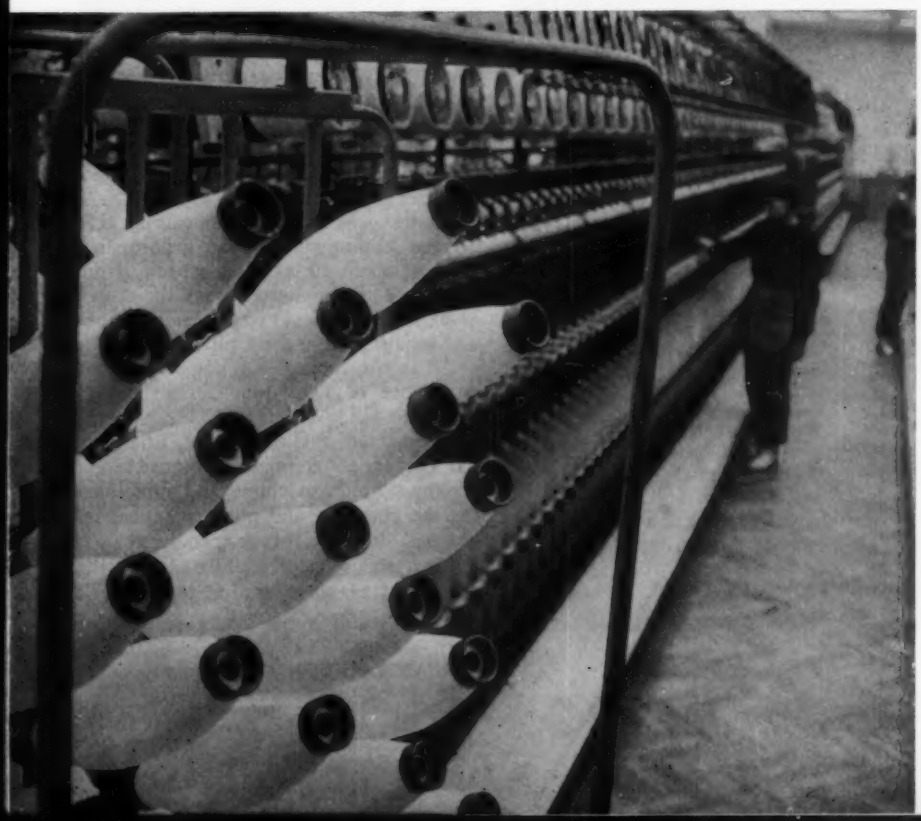
The aluminum industry will concentrate on alumina production and export. Much will go to USSR for smelting (melt electrolysis) there and Hungary will get back the metallic aluminum it needs for its projected rolling mill and additional fabrication of aluminum products.

Collaboration wanted

Hungary would like to collaborate with a U.S. company having the latest aluminum producing technology, for jointly operating a smelting plant in a third country with economical electric power and shipping facilities.

Production of several synthetic fibers —polyester, polypropylene, polyacrylonitrile, nylon 6 (polycaprolactam) (Danu-

SILK PLANT WORKERS examine viscose thread as it is wound onto spindles. Plants such as this one in the Danulon unit of the Nyergesujfalu synthetic fiber complex play an important role in Hungary's economy.



lon), rayon cord and tire fabric, and polynosic fibers are considered.

The following resins for plastics are called for: PVC, new capacity, 30,000 tons, and polyethylene (high pressure), 24,000 tons.

The 24,000 ton polyethylene plant, scheduled for completion in 1968 at Tszaszederkeny and using I.C.I. technology obtained from USSR, will operate on ethylene from gasoline cracking.

The PVC plant, already well along, was visited by the writer at Kasincbarcika. It has Montecatini and Hoechst technology and will be based on the natural methane gas as raw material instead of the calcium carbide acetylene used in the existing 6,500 ton plant which operates on the site of the new enterprise. Their PVC is called Danovil.

Of the synthetic fibers a plant of 3,000 tons a year nylon 6 capacity is operating as the Danulon unit of the viscose factory at Nyergesujfalu in the north at the Danube River. This plant operates on imported monomer (Holland), polycaprolactam, making 2,000 tons staple and monofilament and 1,000 tons filament yarn. It is quite new and up-to-date.

A monomer plant based on phenol will be erected for 5,000 tons capacity and the spinning plant will be increased. Know-how comes from Ude and Hoechst and the equipment which is very much up-to-date (also in the present spinning plant) comes from Industriewerke Karlsruhe. The polyacrylonitrile plant start up time and capacity are undecided. The plant would initially use imported monomer.

The present rayon fiber production is 800 tons filament and 3,000 tons staple in a 20-year old plant operating on imported pulp of 93.5% alpha cellulose. This plant also makes 800 tons of cellophane annually.

Expansion in viscose considered

On a visit to the Magyar Viscose Co. at Nyergesujfalu considerable interest was expressed in expansion in the viscose field. Know-how is sought for production of 8,000 tons polynosic staple fiber to start in 1967. Technology and equipment are wanted for viscose tire cord production—including equipment for such operations as twisting and doubling, eventually to supply the planned 900,000 tire plant, for which U.S. technology would be preferred. Although plans are not complete, a 20,000 to 30,000 ton per year staple plant is seen. There are no plans for producing the pulp or cellulose required. Hungary lacks a suitable wood raw material.

Consideration is given to the spinning of polypropylene for carpet staple fiber.

Synthetic rubber production is planned for by 1969—polyisobutylene and/or polyisoprene.

A big expansion in fertilizer is forecast in the present five-year plan. The responsible people in the controlling ministries stated, however, that this was not for the immediate future. Except for a 100,000 tons per year urea plant nearing completion (a 6,000 ton plant is operating), no further expansion is contemplated. The market is considered saturated except for some phosphate fertilizer which will be produced from imported phosphate rock. After 1970, a big expansion is considered, two million tons of ammonium nitrate and 500,000 tons of ammonia, as well as triple phosphate fertilizer.

Interest was expressed in getting U.S. process equipment for an isopropanol plant of about 10,000 tons capacity from propylene raw material from their own cracking. They would welcome quotations and inquiries from the United States.

All inquiries on plants, equipment, sale or license of know-how should be directed to CHEMOKOMPLEX, Nepkoztarsasag u. 64, P.O.B. 141, VI, Budapest, the Hungarian company responsible for foreign trade in machines and equipment for the chemical and pharmaceutical industries. It also covers metallurgy and mining, and is closely affiliated with the processing plants operating these industries.

How to approach the Hungarian market

By THEODORE C. NELSON
Economic Officer,
U.S. Embassy, Budapest

U.S. businessmen may find the following tips useful for trading with Hungary:

- Identify the state foreign trade company responsible for your product line.
- Inform the Hungarian firms of your specific export/import interest by letter; include all pertinent promotional literature and descriptive brochures.
- Advise the Hungarian companies of your plans to visit Budapest well in advance. It would also be useful to send copies of your letter to the Economic Officer, U.S. Embassy, Budapest, c/o Dept. of State, Washington, D.C. 20521, and the Hungarian Chamber of Commerce, P.O. Box 106, Budapest 62, Hungary.
- Plan your trip well in advance, make Budapest hotel reservations through your travel agent at least one month in advance, even more during the tourist season (April-October). Hotel rooms are almost impossible to find during the Budapest Trade Fair season in April and May.
- Bring plenty of business cards, catalogs, brochures and price lists. If available, German-language material is also useful.
- In making appointments, the Hungarian Chamber of Commerce can provide useful advice and assistance. A call at the Chamber is recommended for those visiting Hungary for the first time. Visits to factories and other end-users can be arranged by the foreign trade companies; 48-hours notice generally is required to make such arrangements.
- The Economic Officer at the U.S. Embassy (Szabadsag ter 12, Budapest V; Phone 119-629) is available for briefings to visiting U.S. businessmen. Give him as much advance notice of your plans as possible.

Some exports to both nations may require approval

Many commodities may be exported to Bulgaria and Hungary under General License, but specific prior approval of the Department of Commerce may be required in some instances.

Also, the specific prior approval of the Department is required before unpublished technical data may be exported to Bulgaria and Hungary even for the purpose of quoting on a proposed transaction.

Firms interested in this market should confer with the Office of Export Control, BIC-840, U.S. Department of Commerce, Washington, D.C., 20230, or with any of the Commerce Department Field Offices before conducting extensive negotiations. All contracts should be made conditional upon obtaining an export license when and if required.

For its export of fabrics, Hungary needs spinning, other machinery; also seeks building materials

Textile products are being sold in eighty countries; rapid development is planned in construction

By CHARLES CHAPLER

Hungary has bilateral trade agreements with about 60 countries, including all the Western European countries. One-third of Hungary's total trade is with the Soviet Union, one-third with the rest of the COMECON countries and about one-third with the rest of the world.

The country is in the market for textile machinery, building materials, and a variety of plants and equipment.

At the office of HUNGAROTEX, the foreign trade enterprise for exporting and importing both raw and finished textile products, the Mission learned that this company exports to 80 countries, to a value of about $400 million a year.

From the finished pieces of goods shown us, we gathered that they are stressing materials from newer fibers for both the domestic and export markets, such as fine light-weight cloth made from polyester, dacron, nylon, and various combinations of yarns. But cotton cloth is still by far the largest individual fabric exported and domestically used.

Duties limit exports

In view of U.S. duties, Hungarian exports to the United States are limited and consist only of two kinds of items: plain and printed linen fabrics (10 to 12 color hand screen), mohair, camel hair, goat's hand screen), and mohair, camel hair, goat's hair and cashmere which originates in Mongolia. Linen sales amounted to almost $250,000 in the last year and the Mongolian items to about $200,000.

Hungary is exporting considerable cotton goods in the gray; I assume that such exports are to countries where there is a large differential in duties between gray goods and dyed material.

I visited Textile Works of Kobanya, one of the better mills. The factory has 1100 looms purchased in China about 10 years ago for $300 per loom, a warping and sizing unit, bobbin preparing machines, and a dyeing and finishing plant. The plant is well organized. The warping and sizing units although built somewhat unlike ours, ran at good speed and the warper has electrically controlled stoppers at the break of a thread.

The Chinese-made looms gave me a real surprise. They were with automatic shuttle changers and ran at 214-215 picks per minute. The weavers were running 20 looms to a weaver with a bobbin boy supplying 60 looms. The superintendent said that they were running with 94% efficiency. I watched the weaving room for a period and would say they were not under 90% and could have been over 90%. All the looms were furnished with drop wires for stopping at a broken thread. I do not understand why they are not running more looms per weaver.

The dyeing and finishing plant had some excellent machinery, purchased during the last few years from West Germany and Switzerland. The jigs, although not new, were running at a fast pace and the fabric was dyed, with three runs per roll. The plant was fully equipped with auxiliary machinery for such operations as singeing and sanforizing.

HUNGAROTEX would like to receive offers for synthetic fibers, polyester, dacron, viscose, bemberg and wool type fibers. In submitting offers, U.S. firms should be aware of the competition from all the West European countries. All offers for yarn or fibers should be addressed to HUNGAROTEX, Department of Synthetic Fibers, P.O.B. #100, Budapest.

DEPUTY PRESIDENT OF THE HUNGARIAN CHAMBER OF COMMERCE, Mr. Sos (left), discusses needs of Hungarian textile and construction industries with trade mission member Charles Chapler.

To obtain an idea of the possibilities of exporting textile machinery from the United States to Hungary I visited TECHNOIMPEX, the company in charge of the purchase of textile machinery. It has purchased six knitting machines from the United States for $70,000 and expect to buy about six more in 1967. It would like to purchase 15 wool carding machines and is open for offers. It is interested in learning the technology of artificial fur knitting machines and will probably buy some machinery. In the 1965-70 plan it expects to buy about 1000 looms 183 mm. wide. Of this quota, 200 have already been purchased from the firm Picanol Impress in Belgium. The price paid was $5000 per loom, f.o.b. Belgium border, and it was to receive spare parts for two years' operation. The terms were 5 years credit. Both British and Swiss manufacturers were competing for this purchase by Hungary.

Will buy equipment

In addition, the Hungarians expect to buy some spinning machinery and some dyeing and finishing, and drying machinery. They would like to receive offers, with brochures or catalogs giving full descriptions and prices. The purchasing department suggests that we follow the Western European manufacturers by submitting a film of groups of machinery including the machines in operation, if possible. All offers should be submitted to TECHNOIMPEX, Dorottya u. 6., Budapest, V., attention of Ing. Maria NEMETH, Textile Machinery Purchasing Department.

Although for the present we cannot think in terms of exporting wholly integrated plants to Hungary, as we can in numerous other industries, we can reasonably hope to sell them various textile machines that can compete with Western European manufacturers. If we have some machinery that has technical improvements or can increase production per day in any division of the textile industry, we have a good opportunity to consummate some sales. Hungary, like many other countries, is planning to purchase machinery that will increase its production. Furthermore, they have a high regard for U.S. technology and they realize that new developments are occurring daily.

During the Mission meeting with the Hungarian Committee for Technical Development, an appointment was arranged with one of the members of the committee who is an architect, and myself. He had visited a display in London of new methods of building with new materials, where he saw an exhibit of prefabricated steel walls, floors and ceilings presented by an American company.

Actually, it is an all steel constructed building. In the United States, it has been used by some American companies for commercial and industrial buildings of one floor. The big saving in such construction is that a building can be assembled in two to three weeks that takes over three months to build.

Hungary would like to receive offers on this material and if it is patented would consider licensing arrangements. If any of the producers in the United States are interested, please write Mr. Funk, architect, c/o The Hungarian Committee for Technical Development, Budapest. Funk would like to obtain offers and information on light weight construction materials, with full explanation of materials, method of construction, and best method of application. They would like to construct from one to three floors, using such light weight materials.

A U.S. architect, at an architectural & building trade Congress in Hungary not too long ago, delivered a lecture showing many methods of light construction steel columns, aluminum flat roofs and aluminum walls with plastic on the interior side of building. The Commission of Building and Construction is now planning an industrial plant of about 12,000 square meters (126,000 square feet) and is seriously considering trying all-steel prefabricated material as described, or some light weight materials recommended by U.S. producers or manufacturers. Offers and descriptions should also be sent to Mr. Funk, c/o The Hungarian Committee for Technical Development, Budapest.

Meeting with the Ministry of Building and Construction, I learned of Hungary's desire for a rapid increase in building and construction.

Because of the low wood supply in Hungary, all construction has been of brick and cement. The Hungarians are now building at a pace much faster than they have ever done in the past. They are using forms for pouring cement and can build the framework for ten stories consisting of about 1575 square feet in 2½ weeks.

Resolving of foundation problems has been limited, and ways are being sought to improve construction of foundations below street level. The soil in an area like Budapest, they pointed out, where the Danube splits the city in two, cannot be compared with New York or areas with similar ground conditions, and some solution must be found to overcome the soil condition with modern mechanism.

They would like to receive offers and prospectus for the following:

Latest equipment for plastering on bricks; improved mechanism for cement foundations; elevators for multi-story buildings (a 19-story hotel is being constructed); tools for making insertions in walls of plaster over brick, for various equipment in walls, such as electric switch boxes; various plastic material for flooring, in all colors and various thicknesses; snow removing equipment.

At the Budapest fair last May an aluminum house was exhibited (framework only). Hungary is rich in bauxite—the third largest producer in Europe—but does not have an abundance of power, and is not at present in condition to spare power for aluminum production. They therefore send the raw material to the Soviet Union and receive blocks for their present capacity, in the one plant manufacturing aluminum material. They are showing interest in establishing another plant and would like to receive offers.

Please address all offers and catalogs to the Ministry of Building and Construction, Beloiannisz utca 2/4, Budapest, attention of Ing. Laszlo Szathmary.

Opportunities to sell machinery

Some favorable opportunities are likely to present themselves to U.S. industries, especially those with highly developed technology difficult to duplicate in other Western countries. Actually there are many types of machinery that can be sold now if properly presented with full details. If they are approved by the importing enterprise, Hungary will find methods to pay for such machinery with cash in hard currency.

Some of the trading companies, and items they wish to purchase in the United States, are described below.

NIKEX imports and exports amount to $150 million per year. Plans for the future are for much greater volume. This company is well known for production of tug boats, floating cranes from five to twenty tons, and coastal and river boats

Legations raised to embassy level

The diplomatic missions of the United States in Sofia and Budapest and those of Bulgaria and Hungary in Washington have been raised to the level of embassy.

The actions, based on mutual agreement, were announced Nov. 28 and became effective immediately.

which they are selling to many countries in Eastern and Western Europe, the Near East, and as far as India. They manufacture elevators and are sold out on this item for about five years. Their list of important items for export is a large one.

Items desired by NIKEX include: all types of machines for the production of various ceramics for the tele-communication industry; a plant to make grinding wheels; a factory to produce 1.2 million 150x150x6 mm. tiles per year; frame-type self-advancing supports for mines; and an armored scraper complete with sliding planer to equip one bauxite mining face.

Computer trading firm

METRIMPEX is the state trading company which is charged with importing computers and other electronic equipment. It is also well known for exporting laboratory instruments, and is presently reported to be oversold by more than $2 million in this area.

METRIMPEX also exports electrochemical instruments for which it owns special inventions. Both France and Canada have become substantial purchasers of Hungarian surveying instruments, which fall under this category. This company also sells tele-communication, nucleonic, and many other scientific instruments. Regarding its trade with the U.S., METRIMPEX recognizes that it is the most developed market, and requires hard work to reach.

The company is interested in the following items, for which they would like to receive offers and sales literature: spectro-analytical instruments, microscopes and photogrammetry instruments, mechanical material testing equipment, laboratory instruments, nucleonic and electronic instruments, and measurement and automation control equipment.

FERUNION is a large exporting company specializing in metal products, from locks and padlocks, building and furniture fittings to many types of tools and other products of metal and glass.

They are now receiving offers for a plant to manufacture bolts and nuts with a production capacity of about 4000 tons per year. In a previous purchase of a similar plant, agreements were reached for FERUNION to pay with products produced by the plant for a scheduled number of years. I believe it would now enter in other arrangements.

They are also interested in a plant for manufacture of glass bottles and a second plant for manufacture of various types of window glass.

All offers should be addressed to FERUNION, P.O. Box No. 190, Budapest, attention of Zoltan Gati, Vice Director General.

Imports U.S. hides

TANNIMPEX imports hides from the United States. In 1965 such imports amounted to $1 million, of which 70% was in cattle hides. Their exports to the United States amount only to about $55,000 per year—mostly, they say, because of the higher duties on their products as compared to those from most-favored-nation countries. They can buy much more from the United States because our prices for hides are competitive with those of the rest of the world.

They have been buying their machinery and tools from West Germany. They realize that our country has the best machinery for shoe manufacturing.

They would be interested in receiving offers for a complete plant for shoe manufacturing and for tanning machinery.

All offers should be addressed to TANNIMPEX, P.O. Box 406, Budapest, attention of John Gemes, Managing Director.

TESCO, with a large staff of highly trained engineers, architects and research scientists, is ready to design, plan and draw for any country and is prepared to go to a third country to do research, designing or engineering. They are especially interested in joint ventures with U.S. companies in development projects in other countries. They expressed willingness to send people from their staff under the direction of American companies.

Strong on research

Hungary has been known for many years for its research in science and technical developments. A substantial part of research for the COMECON countries done in Hungary. It has researched water problems, irrigation and hydraulics. England and Germany are using a cooling system developed by Professor Heller of Hungary.

All inquiries regarding such services should be addressed to TESCO, P.O. Box 101, Budapest, attention of Imre Syekacs, Director.

LICENCIA handles commercial exploitations and licensing arrangements in both directions. The company encourages development of inventions in Hungary and also will purchase rights outright or licensing rights for inventions from other countries.

Patent rights

An inventor in Hungary may license his patent to a foreign entity only through Hungarian trading companies, mostly LICENCIA. The inventor remains the owner of the patent and receives royalties from it. If the inventor is employed by a manufacturing company or a research institution, the patent on his invention belongs to the employer. Nevertheless, in such cases the inventor is entitled to a proportionate part of the proceeds. In case of a dispute for distribution of proceeds, the matter is adjudicated by the courts.

Essentially LICENCIA helps inventors by advancing funds for experiment and research and later for exploitation of the invention in foreign countries.

Many incentives are provided to inventors by the factories and trading companies. LICENCIA is always seeking licensing or technical interchange arrangements on behalf of Hungarian enterprises. Address any offers or requests for offers to LICENCIA, P.O. Box 207, Budapest, attention of M. I. Koos, Managing Director.

PRE-STRESSED CONCRETE PANELS are stacked by workers in a Budapest factory specializing in concrete building forms. The plant typifies the move of the Hungarian construction industry to modern materials.

IMPORTS OF SPECIAL-PURPOSE MACHINE TOOLS are among Hungary's most needed items despite the output of factories such as this. Demand for capital equipment and vehicles is also increasing.

MISSION REPORT: GENERAL EQUIPMENT

Hungary's five-year objectives point to potential markets for U.S. goods in some industries

Country both manufactures and imports machine tools; would like to buy special-purpose units from United States; possibilities for other capital equipment, technology seen

By ROBERT M. HANSON

Hungary is one of the "sophisticated" countries of central Europe.

The Hungarians are well informed of the progress of technical development in Western Europe and have a general awareness of U.S. new technology as well. Industry seems to be permitted some independent action. Rules, organization tables and the like are difficult to draw. Our mission's contacts were mainly with the trading enterprises and manufacturing entities themselves.

Hungary, like Bulgaria, is experimenting with a decentralization plan whereby the manufacturing entities will be given more direct responsibility in the purchase of their materials and the sale of their products. We also heard of Hungary's intention to participate in the communist "international specialization of labor" scheme whereby a virtual manufacturing monopoly for the COMECON area would be established in certain industries. As of now, however, no concrete steps have been taken.

Key to market possibilities

Hungary's national economic goals for the near future are spelled out in the current five-year plan (1966-70). A review of the plan's objectives may help the reader assess the possibilities of exporting his products to Hungary. For example, demand for capital equipment, vehicles and special-purpose machine tools will increase as the plan's expansion programs are implemented.

In the energy field, electric power and generating and transmission capacity are to be increased by one million kilowatts, to be used partly for electrification of an additional 400 kilometers of railway lines.

Coal mining, drilling, and exploitation of petroleum and natural gas reserves are slated to be increased considerably. Piping gas to cities and villages is also expected to be undertaken, but it is difficult to see how this would significantly increase imports from the West.

No auto industry

Hungary has no passenger automobile industry and does not plan to develop any in the near future. Increasing production of passenger buses, trucks, diesel and electric locomotives and railway freight cars, however, is expected to balance her imports of automobiles with shipments of these items.

In metallurgy, Hungary will emphasize manufacture of higher quality steels rather than more ingot production. It is, therefore, reasonable to anticipate a need for equipment necessary for modernizing Hungary's rolling mills and melting furnaces. The only nonferrous production mentioned in the plan is aluminum and the plan specifically calls for a new aluminum rolling mill. One can also glean from the goal in transportation that purchase of new railroad rails or a mill for producing such rails is needed because the plan calls for increasing the capacity of trackage to support 23 metric tons per axle loads.

The English version of the plan's documentation uses the British term "engineering industry" to cover most items in the capital equipment field. The plan for these industries emphasizes achieving higher levels of technical development, which would also mean the possibility of new equipment in engineering design, office equipment and quality control equipment.

Some vehicle imports seen

In the electrical field, increased capacities for production of generating equipment and power transmission equipment are called for. Emphasis is also placed on a spread of telecommunications, specifically an increase in telephones, television sets and radios by setting up better transmitting facilities and at the same time increasing production of the consumer products for local consumption.

The building of secondary roads and modernization of the railway, inter-city and suburban bus, and street-car and subway systems call for a large increase in

the railway locomotive, railway car and bus industries, as well as some imports of vehicles and equipment. As most of the road construction equipment is imported, one might possibly expect some opportunity here.

Water transportation demands are expected to rise and although the Hungarians make some boats they plan to import both barge "pusher" boats and motorized Danube river barges to increase their fleet. They are going to try to achieve some seagoing capability by utilizing special boats which can ply the Danube and call at Black Sea and Mediterranean ports.

In light industry, Hungary is especially emphasizing export of clothes, particularly high-fashion women's clothes throughout Eastern Europe and to the USSR. This calls for modernization of their textile plants including weaving, spinning, and cutting machines for production of finished textiles.

The writer personally saw plants and the trading companies involved in electric-electronic products (consumer), heavy industry, four-wheel vehicle and related equipment, machine tools, ferrous metallurgy, and plastics and products.

Machine tool plant visited

TECHNOIMPEX, the Hungarian machine industries foreign trade company, is the prime contact for metalworking equipment for both import and export. It coordinates the foreign trade activities of the ten Hungarian machine tool manufacturing plants. Another phase of its operation is the import and export of internal combustion engines, farm equipment, textile machines, and a general group including, for example, cable making machines, shoe making machinery, and plastic manufacturing plant equipment.

One of the two most important machine tool plants, the Csepel Machine Tool Factory, was visited. Their technology and equipment is as good as their better-than-average Western European counterparts and as advanced as some U.S. plants. Manufacturing methods are acceptable and conventional by our own standards. Where accuracy and quality are needed they have good equipment and inspection standards. Their development is on a par with techniques instituted in American plants during the late 1930's and culminated in the late 1940's and 1950's. They have been somewhat slower as is usual in all of Europe in the use of newer tooling techniques, for example, application of carbides and quick change tool holders. Therefore, their basic product is a good conventional general purpose machine tool.

QUALITY CONTROL is rapidly achieving a much greater place in Hungarian industry, with a concurrent demand for modern testing equipment. In this photo, workers test tungsten filaments in a Budapest factory.

Hungary makes a fairly wide range of machine tools, including a rather complete line of drilling machines—bench type, uprights, radials, and universals; special purpose and multi-spindle drills, high-speed precision, engine lathes to medium size, turret lathes up to #4, and copy lathes; grinders, universal center types, centerless, tool, and surface; a gear grinding machine for spur and helical gears up to 10" pitch diameter, shapers; milling machines, numbers 2, 3, and 4, vertical and horizontal knee-type, plain and universal, a series of larger manufacturing type with one, two or three heads and tables to 20 inch wide and 12 feet long; drop forge hammers, shears for 1/8", 3/16" and 1/2" capacity; iron workers and dynamic balancing machines.

Control equipment

Development is leaning toward automatic transfer lines, program control and numerical control (N/C). They are beginning to ship such machines. We saw a heavy large transfer machine for electric motor frames—one of five being shipped to the USSR. An N/C turret lathe is being produced using a West German control system for delivery in West Germany. They are also adapting their universal

milling machines to "program control" and numerical systems—primarily for sale in the West. They plan to make N/C drilling machines soon.

TECHNOIMPEX officials say that they are importing machine tools from the West, primarily from Western Europe. They would welcome the opportunity to buy from the United States. Here is a list of the types of machines they are importing and planning to import:

Lathes above 72" swing or 84" between centers, up to 36 feet between centers; Swiss-type automatics; single and multi-spindle automatics; special-purpose and single-purpose production machines of a variety of types with particular emphasis on the more highly specialized; large planer-type milling machines; tool room equipment such as specialized tool grinding machines, jig boring machines and jig grinding machines; tracer-controlled and possibly N/C contour milling machines; special higher than standard accuracy surface grinders and cylindrical grinders; internal and external grinders with automatic loading such as used in the automotive and ball bearing industries; large size mechanical and hydraulic presses; N/C horizontal boring machines.

Two problems

This list of desired equipment poses two problems: It is precisely in this area that we are receiving a high degree of competition from the major Western European builders, particularly West Germany, France, Switzerland, Britain and Sweden. Also, these machines may require export licenses. U.S. exporters should follow closely the regulations issued by the Office of Export Control.

The Hungarians have almost no information on U.S. machine tools and actively seek initial contacts in order to find out what is generally available. Anyone interested in beginning negotiations with Hungary should forward catalog information to TECHNOIMPEX, Dorottya utca 6, Budapest, V.

Want electric components

ELEKTROIMPEX, the Hungarian trading company for telecommunication and precision goods, Nador u. 21, Budapest, V., deals with all electrical goods, except power generation and transmission equipment (these are handled by KOMPLEX) and the lamp industry. ELEKTROIMPEX handles the export of consumer electronic products, such as radios, and home appliances, and the import of electronic components and telecommunication equipment.

They are extremely interested in importing high-quality electronic components such as transistors, diodes, and condensors. Another large phase of their imports from the west is high quality communications equipment for television, radio and telephone systems. These products are available from Europe in a quality that is considered acceptable in Hungary.

Hungary wishes to develop exports in consumer products—radio, television and hi-fi equipment—to the United States to pay for her imports. But this equipment is already produced in the U.S. Moreover, the Hungarian equipment seems to be of a quality inferior to the equipment being imported from Western Europe and Japan.

HUNGARIAN ELECTRONICS FACTORY assembles telecommunication and precision goods for export. ELEKTROIMPEX handles Hungary's imports of electronic components and telecommunication equipment.

TUNGSRAM is a separate production entity with its own vertical economic structure somewhat similar to the U.S. large corporations. Its full name is The United Incandescent Lamp and Electrical Co. Ltd., Vaci ut 77, Budapest, IV. Letters should be addressed to the company, Ujpest 4, Budapest.

The original company was established around 1897 and survives today as a "corporate entity" with some 20,000 employees and conducts its own research and commercial (trading and finance) activities.

Lamp products

They manufacture over 8,000 types of lamp products, including light bulbs, fluorescent tubes, mercury vapor lamps, electronic tubes, TV tubes, special effects lighting, and emitters. As with most lamp companies, they also have a degree of vertical integration in their industry. They control glass plants, factories for producing tungsten and the rare gases, and lamp-making machinery, as well as the related high vacuum machinery. The high vacuum machinery also reaches into special purpose types for scientific research and special applications work.

They feel that their own purposes would best be served by "cooperating" with U.S. manufacturers in similar lines through licensing or cross-licensing agreements, technical exchange contracts and export-import arrangements for some of the related special machinery requirements. Specifically, they wish to import special machinery for "coil-type tungsten lamp filaments for light bulbs in the range of 40-100 watts at 220 volts for production at a rate of 3,500-4,000 filaments per hour; fluorescent lamp powder manufacturing facilities and know-how for production of the new 80 Lumen per watt or better fluorescent lamps; and complete color television tube manufacturing facilities and technology (their largest potential project).

Where interests lie

TUNGSRAM officials also have a requirement for minute wire drawing equipment techniques. These items suggest where their interests lie. They also wish to export.

They feel that they have the ability to export Krypton filled bulbs or Krypton gas, special small production light bulbs, work switch transactions, fulfill "house name brand" requirements and especially to sell high vacuum lamp producing machines and scientific machinery. Anyone interested in these export or import possibilities should communicate with Mr. Foldes, Managing Director.

Heavy electrical industry trading is

handled by KOMPLEX, the Hungarian trading company for factory equipment, Dorottya u. 6, Budapest, V. We visited the Lang Machine Factory where the heavy electrical equipment is manufactured. They make their own equipment and export 50% of their production. This plant manufactures steam turbines, water turbines, centrifugal compressors and diesel engines. The turbines are in the range of capacity for 1,000 to 100,000 kilowatt thermal electric power generation plants. The diesel engines are in the 200-2,000 hp range for locomotive work, auxiliary power plants and pumping stations.

Interest in welding equipment

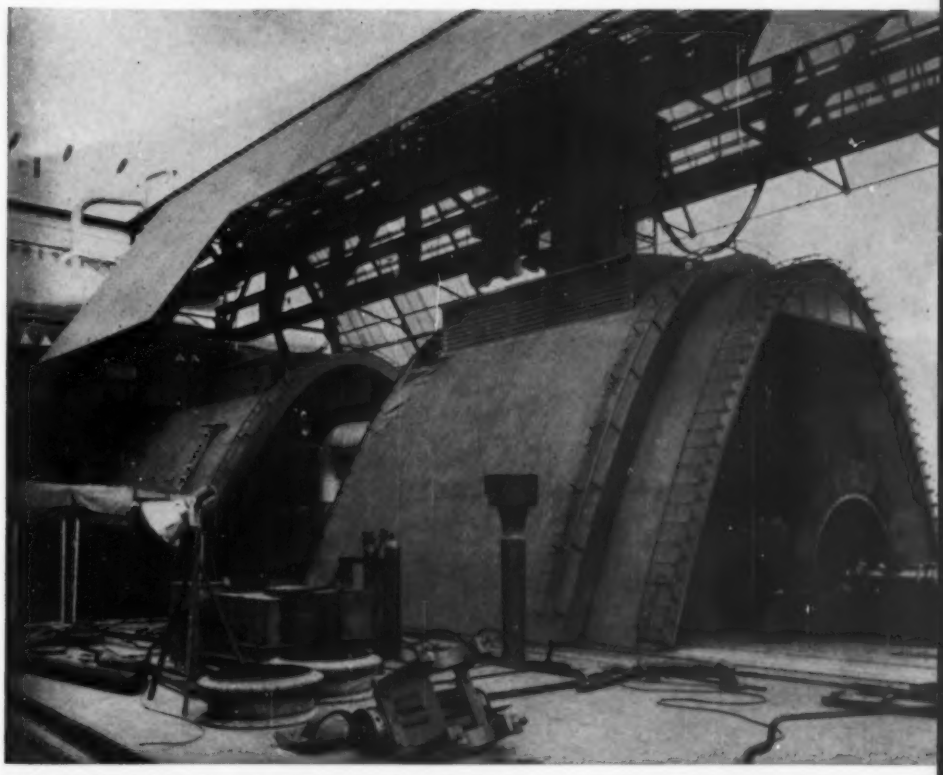
KOMPLEX is also the trading company for the steel industry, and the main production entity visited was the large Csepel Machine Works. In addition to making special steels, Csepel manufactures several end products such as bicycles, mo-peds and motor-cycles, large steel fabrications and tube mills for pipe to 24" diameter in cooperation with the Lang Machine complex, and some large pressure vessels.

They make steel by the "Martin's" process and electric furnace steel, but see no direct purchase of mill equipment from the West for the immediate future. For their manufacturing operations they have a requirement for a line to plate with copper/nickel and chromium and polish certain bicycle parts automatically. They would like to import or license to build some new automation equipment for use with the pipe and tube mills they produce. This would be welding equipment (including spiral welding), cold finishing and threading equipment.

Miscellaneous items needed

The Lang Machine Company, operating through KOMPLEX is actively seeking a U.S. firm to manufacture and sell their new patented filtration equipment in the United States. They have already had several inquiries from users of this equipment in the United States and at least one inquiry from someone interested in building the equipment. It is a pressurized process that works with a screening process down to one micron (.001 mm.) particle size and has application in the die stuffs, ceramic, coal and other industries having large filtration requirements.

Although the Mission did not visit the medium size 50-250 hp. diesel engine manufacturing facilities, Hungary has need for new production equipment in this size range of engine. Contact with KOMPLEX would be advised by manufacturers interested in this market.



DANUBE POWER STATION utilizes an open-air design for its 50-megawatt capacity generating turbine. Heavy electrical industry trading is handled by KOMPLEX, the trading company for factory equipment.

The plastics industry, through KOMPLEX, is interested in the purchase of "Banbury Collandars", mainly for P.V.C. at speeds over 80 meters per minute, injections molding machines, bottle making machines, and machines for making plastic film in the larger sizes.

U.S. cars for tourists

MOGURT is the Hungarian trading company for motor vehicles, Benczur ut 13 Budapest, VI. Talks with the general director, Nandor Bacsak, and others confirmed that Hungary will import most of her passenger vehicles from other COMECON countries in exchange for exports of certain Csepel trucks, Dutra farm tractors, construction equipment, and diesel and electric locomotives and railway car equipment.

The MOGURT firm, however, will handle Hungary's car rental business and the motive power service garages. There will be some purchases of U.S. automobiles so that the car rental agency can cater to U.S. tourist demands as they arise. Of particular interest is equipment for automobile service garages, excluding the tire recapping business and the equipment commonly used in filling stations. MOGURT would like to have catalog information on this U.S. made equipment as they intend a fairly large increase in building service garages. They state that presently they have no knowledge of U.S. equipment for engine diagnosis and overhaul, body repair shops, and brake and transmission work.

Officials also are interested in export of certain garage equipment and special bus bodies in small quantity for application to U.S. built chassis.

Those wishing to trade with Hungary in the industrial equipment have much work to do in meeting the competition from Western Europe. Opportunities exist and the demand is there.

Where to start

The best place for the uninitiated to start in Hungary is with the Hungarian Chamber of Commerce, a bureau of the Ministry of Foreign Trade, Hold ut. 17, Budapest, V. As it takes some time to obtain a visa in the United States it would be wise to have the Chamber of Commerce help set up appointments in advance. Once the initial contacts are made, it should be relatively easy to deal with the foreign trading concerns directly.

HUNGARIAN CONSUMER DEMAND has led in part to increasing agricultural production. Major expansion in food canning for export is scheduled under nation's current Five-Year Plan.

MISSION REPORT: FARM, ABATTOIR EQUIPMENT

Hungary's agriculture stresses higher output, better quality

Aim to increase production for export at higher prices, to be achieved through additional mechanization

By LATON M. HENDERSON

Mechanization of agriculture has played an important role in the past and will have to play an even more important role in the future if the goals of the Hungarian third five-year plan (1966-70) are to be achieved.

Agricultural production is expected to grow by 13 to 15%. To increase exports at higher prices, stress on qualitative as well as quantitative improvements is planned.

An even greater increase is scheduled for the processed food industry. Here, the expansion by 1970 is set at 28 to 32%—calculated at 560,000 to 600,000 tons of canned fruits and vegetables, 310,000 to 315,000 tons of raw meat, and 1200 to 1250 million liters of milk.

Agriculture has been allotted 16 to 18% of the capital investment of the national economy. This will provide many new food processing establishments and further implement the mechanization of agriculture by adding 38,000 to 40,000 tractors, 35,000 to 36,000 trailers and 6,000 to 7,000 corn combines. Greatest emphasis will be on vegetable production and next, cattle and sheep raising; the sowing pattern for grain crops will remain basically unchanged.

Artificial fertilizer production is to reach 3.2 to 3.4 million tons by 1970. Improved fertilization practices will be taught, along with scientific and technical methods of production.

Full exploitation and modernization of irrigation is to be stressed. Further dam construction is planned to control water supplies, and prevent recurrence of damage from floods.

Types of farms

Hungarian agriculture consists of three types of farms: State farms, cooperative farms (collectives), and private household plots. The state farms will continue their task of increasing production and profitableness. The cooperatives will continue consolidation into larger units and increase their output. Most of their sales are for contract production, but they also supply the local markets with milk, eggs, poultry, fresh fruits and vegetables. On some of the larger cooperative farms, additional processing will be undertaken.

Private or household plots will continue to supply food for home and local use and any extra production may be sold to state and cooperative units. These plots on cooperative farms and private holdings account for 14% of the arable land but produce 22% by value of agricultural products bought by the Government.

The wheat crop of 1965 was sufficient to meet all domestic bread grain requirements and to provide a reserve equivalent to one month's consumption. Increased production of grain crops, through better methods, will make more grain available for conversion into meat, milk and eggs.

A growing shortage of labor and the advanced age of the agricultural workers pose a serious problem. The average age of cooperative farm members is now 54 and in the so-called "weak" cooperatives (about one-third of the 3400 total), it is 60. The cooperatives are instructed to encourage their youth to stay on the farms and slow down the rapid migration to the city jobs. More than 770,000 young men have left the farms since 1958.

The Government hopes that with em-

phasis on increased production in agriculture, the income of the peasantry will rise at a somewhat quicker pace than the national average of 14 to 16% over a five-year period. About half of the villages not yet connected with Hungary's public road network are to be so connected. With the increased modernization of roads, half of Hungary's road system is expected to be a dust-free network. Such improvement will make it possible to move the raw materials to heavily populated areas where larger food processing centers are possible and needed.

More concentrated

Animal production, too, will be more concentrated. Hungary is completing cold storage plants throughout the country, to accumulate railway carloads and truck lots for export shipment. For refining the killing plants, know-how and by-product equipment will be needed.

Purchase of rendering plant equipment and animal by-product equipment has high priority. Rendering plants for poultry, feathers, and by-products also are needed.

A new research building, just being completed, will house the facilities of the Hungarian Meat Research Institute headed by Professor Dr. F. Lorincz. As Hungary hopes soon to be exporting canned Globus hams and other specialty food items to the United States, much is being done to obtain U.S. approval of Hungarian meat processing regulations and operations. Interest was expressed in new methods for cattle, swine, and poultry killing.

On the latest swine slaughtering line electricity is used in stunning. Alternating current, square wave-form current-limiting equipment is being installed throughout the country. Continuous current impulses also have given excellent results.

Slaughtering methods good

The stunning procedures permit good breathing and faultless heart action, the reflexes hold and the muscles are entirely soft. There are practically no lung hemorrhages and bleeding of the animals is accomplished within ten seconds after stunning. The complete research on these methods is reported in the 1964 Yearbook obtainable from Dr. Lorincz at the Hungarian Meat Research Institute, Budapest.

The Hungarians skin a high percentage of their hogs with an automatic horizontal swine dehider. Development of a new vertical swine dehider is well along and should be completed within a year. Pig skins are an important industrial item. They want to buy from the United States the latest cattle dehiding equipment. Also, with an increase in their planned sheep production they will need sheep skinning equipment.

Of special interest is continuous lard processing equipment. About 4,000 hogs a day are killed at the Budapest swine plant. On the basis of their own operating plants, the Hungarians seem to be active in selling slaughtering plant designs and equipment throughout the world. Much emphasis is being placed on the manufacture and selling of poultry growing and slaughtering equipment. They have one unusual combination of equipment to vacuum remove the entire offal from the insides of chickens.

Short of proteins

There is a shortage of protein feeding materials for livestock, poultry, and swine. Hungary, being an inland country, does not have an important ocean fishing fleet. Fish meal is, therefore, a relatively expensive protein. There is a great deal of interest in the manufacture of commercial yeast. A considerable amount of beet molasses is available. Know-how and technology is desired for alcohol and acetic acid fermentation.

Milk powdering equipment reportedly is to be purchased soon. About 200,000 pounds of nonfat milk, some whole milk, and 200,000 pounds of cheese whey could be turned into albumin and lactose, as there is a need for both products, or it could be turned into powder. Much buttermilk is available; delivery to a central drying point is a problem that new highways would help solve.

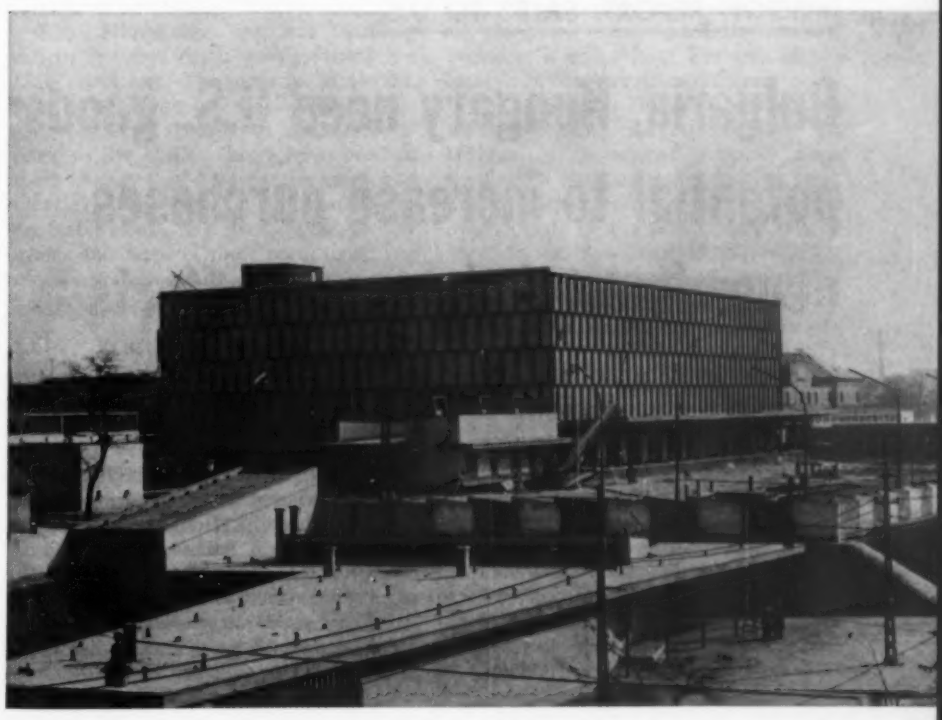
Agricultural trading companies

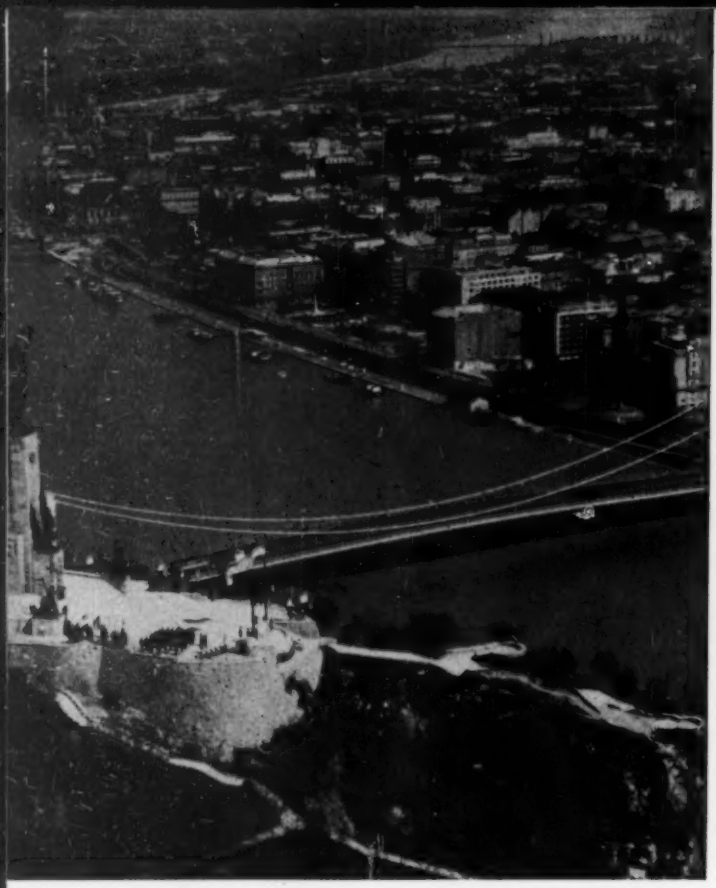
Several Hungarian trading companies deal in agricultural machinery, products and plants: AGRIMPEX, KOMPLEX, LICENCIA (for commercial exploitation of inventions), TECHNOIMPEX, TERIMPEX. All of the country's trading companies and their addresses are listed on page 27. Suppliers of agricultural machinery, products, and plants may communicate with them directly.

The Hungarian Chamber of Commerce, P.O. B. 106, Budapest 62, publishes for businessmen a special booklet about Hungary.

Contact with two additional organizations is advisable: The Hungarian Meat Research Institute, Budapest IX, Gubacsi ut 6/b., with sections in research and planning (to establish standards), technology, biological chemistry, engineering, quality control, and raw material and economy; and the Hungarian Planning Institute for Food Industry, Budapest IX, Zsil u. 5.

COLD-STORAGE PLANT of the Pig Slaughter House, Budapest. Storage installations are being completed throughout Hungary to accumulate railway carloads and truck lots for export shipment.





BUDAPEST—TARGET FOR TOURISTS is still one of Europe's elegant capitals and thus a source of Hungarian income from abroad. Lake Balaton and towns along the Danube are also international tourist attractions.

ONE OF BULGARIAN EXPORTS to the U.S. is attar of roses, which forms the basis of most perfumes. Many other products offer present potential for sales in U.S. market through strong promotion by Bulgarians, Hungarians.

MISSION REPORT: SALES TO U.S.

Bulgaria, Hungary need U.S. goods; potential to increase purchases depends on their export efforts

Many of their products offer possibilities—among examples are food, wines, animal products, handicrafts, pharmaceuticals

By STEPHEN M. HIRST

Bulgaria and Hungary are eager to expand their exports to the U.S. market. Both have run trade deficits to the United States—ranging from $1,900,000 to $15,700,000 in recent years. For Hungary the situation has been more difficult because of its larger imports from the United States.

The bulk of the trade of both countries is with the non-convertible currency countries of Eastern Europe; elsewhere the use of Western balances is limited by clearing and payments agreements. The continuation and increase of the imports of U.S. goods depends partly on increased sales to the United States.

This was a constant Hungarian preoccupation in our discussions and was raised at the highest levels in Bulgaria as well. There are possibilities and no doubt many could be enhanced. Many of their products offer present potential for sales in the U.S. market through strong promotion by the Bulgarians and Hungarians.

In food and agricultural products, the Bulgarians are relatively strong and already are exporting a number of items to the U.S. market. Paprika is one of their largest items, as it is for Hungary. The Bulgarians have few rivals in production of the famed attar of roses, which forms the basis of most perfumes and has traditionally been a strong export to the United States.

Hungary seeks U.S. approval

The Hungarians have substantial possibilities of expanding their meat production for export. They are now seeking U.S. Department of Agriculture approval for their hams. They also produce quite good pork tongues and sausages and are beginning to freeze boneless beef in consumer-size packages for export. Certain of their dairy exports could be suitable for the U.S. market; they produce both

Emmenthaler and blue cheeses. They also export large quantities of good cheeses, particularly the two dryish sheep cheeses, ricotto and pecorino to the United States and elsewhere.

Both the Bulgarians and Hungarians produce high quality jams, jellies, fruit juices and concentrates, and the Bulgarians have performed well in third markets with tomatoes and oriental tobacco—two national specialties. The Hungarians plan a brewery for export production.

Tasty wines

Possibilities are available to both countries through their production of good wines. The Bulgarians have carried on the tradition with their dry muscatel and hearty Kabarné. They export the plum brandy favorite variously known as slivova or slivovitz and have just begun production of a cognac called preslav, said to be as smooth as the best French products. Hungary is justly famed for her traditional wines such as the sweet tokay, the sherry-flavored dry tokay and the full-bodied bikavér, or bull's blood, as well as for the fine riesling made of grapes grown on the slopes of the Balaton hills.

In animal products, both countries have exported untreated pig skins and could do well in other areas. They produce many finished leather, hide and fur products which are priced competitively and are marketable in the United States. The Bulgarians also produce reverse sheepskin coats which presently sell quite well here. All Bulgarian leather goods are exported through PIRINIMPEX, Tsar Assen 1, Sofia.

The Hungarians manufacture and export a wide line of footwear and gloves, from pigskin to kid. Suedewear is exported to many countries; the quality is competitive. Their leather goods trading agency, TANNIMPEX, P.O. Box 406, Budapest 62, has people engaged specifically in market research, and they informed us they are able to manufacture for the U.S. market.

In other clothing and textile areas the Hungarians have done well elsewhere, and their goods are generally considered marketable. They export woolens, for example, and there is little reason to suppose such goods could not do well in the U.S. market, given a competitive level of quality. They are also traditional suppliers of a number of textile items such as embroidery, certain types of carpets, tapestries and petit point work; here their prices are certainly competitive with other suppliers. In this specialized textile area the Bulgarians are one of the world's traditional exporters of oriental rugs.

More reports due

During January, *International Commerce* is scheduled to feature the reports of the recently returned U.S. Trade Mission to Ireland and Portugal, and another mission which is currently studying the market for U.S. trade and investment in Libya, Tunisia and Morocco.

The European mission is comprised of specialists in industrial equipment and metalworking machinery, food processing and packaging machinery, consumer goods and retail merchandising, dairy industry equipment, and finance; the African group contains specialists in construction, industrial management, investment, chemicals, and food processing.

In other consumer goods both manufacture some attractive export items. The Hungarian handicraft and artwork exports of ARTEX, P.O. Box 167, Budapest 62, have been a good foreign exchange-earner, for example. Hand-carved chessmen of all types from traditional to highly contemporary, sporting goods, black stoneware, fine ceramics, glassware—all these have done well elsewhere and would probably be attractive to U.S. buyers. Likewise Bulgarian glassware has proved attractive and a good buy for the American purchaser.

The Hungarians produce striking copper jewelry which would attract the U.S. consumer. Here, as in glassware, price competition will be a deciding factor. Hungary's three most successful exports to the United States have been in the consumer field—stamps, basketry, and bicycles. They should continue to be profitable items. In a related field, motorcycles and mopeds, there seem to be few obstacles to sales by both countries in the U.S. market.

Other Western countries buy

Hungary has moved into more highly manufactured goods rapidly since the Second World War. In such goods, the country's main market is in the COMECON countries; but quality is rising to a point where such goods could be of interest to the U.S. buyer, the proof being that she has been able to export to other Western countries.

Hungary has become strong in two fields, pharmaceuticals and electrical equipment. The United States buys large quantities of various pharmaceuticals elsewhere, and there may be opportunities for goods buys from Hungarian producers. The U.S. importer can investigate available products through MEDIMPEX, P.O. Box 126, Budapest V, the foreign trade enterprise dealing in pharmaceuticals.

Of electrical equipment they export elsewhere, transport equipment, power machinery, switchgear and distribution apparatus have done well. They also produce light bulbs, tubes, radio and phonograph equipment, clocks and scoreboards. In this field they have been able to achieve economies of scale, as have the Bulgarians with materials-handling equipment, but there are attendant problems, of marketing and quality, for example, which must be overcome for the U.S. market.

In other industrial goods the Hungarians have sold iron and steel ingots and intermediate products elsewhere. They are manufacturing a wide line of machine tools of high quality. These include grinders, lathes, drilling machines, shapers, shears, balancing machines and transfer lines. Pig iron and zinc have been good items for the Bulgarians in some markets. Also, much of their general industrial equipment on view at the Plovdiv Fair appeared sufficiently high-speed to sell.

Growth in tourism seen

Tourism is a source of income that could grow. Hungary has a number of attractions for the U.S. tourist, principally the lakeside resorts along Balaton, the Danubian towns and Budapest itself. Budapest is still one of Europe's elegant capitals in the Viennese tradition.

For the hardy, Hungary has excellent and inexpensive camping facilities. The Hungarians themselves complain about the limited hotel accommodations; grand though they usually are, they are often overbooked. In the bewildering land of Magyar the American tourist will find comforting the Hungarians' frequent facility with English.

The Bulgarians have been resourceful in their tourist facilities on the Black Sea coast. The mountains slope down to fine sandy beaches, and the Bulgarians have made the most of the setting. The hotels are well appointed and tasteful, and the tourist finds everything from casinos to an old galleon made over into a bar. The prices should earn them a place in the various five-dollars-a-day books.

In conclusion, present possibilities look best for both in agricultural and consumer items where quality and price problems are minimal, but future exports might include an increasing proportion of industrial goods.

Members' interviews in Bulgaria, Hungary spark specific requests

Some loan material available from Trade Missions Division; businessmen also may communicate with trading corporations

Trade Mission members turned up many indications of interest in specific commodity imports from the U.S. during individual interviews with representatives of Bulgarian and Hungarian state trading agencies. All are listed below.

Additional information is available, where referenced, from the Commerce Dept.'s Trade Mission Division, BIC-918, Department of Commerce, Washington, D.C. 20230. To avoid delay, requests for loan material should specify the country, trading corporation and specification number as applicable. Further details may be obtained by communicating with the appropriate trade corporation directly (see addresses, pp. 8-9 and 27-28).

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce, pursuant to the U.S. Export Control Act. Firms interested in this market should confer with the Office of Export Control or with any of the Commerce Department Field Offices before conducting extensive negotiations. All contracts should be made conditional upon obtaining an export license when and if required.

Bulgaria

BALKANCAR

Wishes to import: Materials handling equipment. Could lead to joint venture, cross-licensing or reciprocal trade.

Wishes to export: Wet and dry cell batteries for automobiles and electric fork lift trucks and related machinery; fork lift trucks, hoists, mopeds, bicycles or motorcycles.

Wishes to import, joint venture or license: Diesel engines for lift trucks, 20-hp. to 150 hp.; power steering unit, either electric or hydraulic, for use on fork lift trucks and related materials handling equipment.

Wishes to joint venture or license: Heavy over-the-road trucks, over 8 metric tons capacity; inter-city passenger bus manufacturing, for COMECON market. Approximately 7 to 11 meters long. Other specifications open to negotiations.

MINISTRY OF AGRICULTURE

Wishes to import: Turkey hatchery for 500,000 poults per year, complete equipment; hen poults, sexed, 20,000 and Tom poults, sexed, 4,000 for parent breeding.

CHIMIMPORT

Wishes to import: Metacresol; orthocresol; butanol; isooctanol; "Amberlite" ion exchange resins; butyl benzyl phthalate; and H-Acid.

INDUSTRIALIMPORT

Wishes to import: Polyester and nylon yarns and fibers; low denier viscose yarn and viscose staple; acetate yarns; synthetic wool type yarns; 1650 denier viscose rayon for tire cords woven with 2-ply yarns; wide looms textile dyeing and finishing equipment. Invites offers. Can pay in hard currency.

MACHINOIMPORT

Wishes to import: Metal band saws and hack saws; horizontal boring, milling, and drilling machines; tool grinding machines; and milling machines. Requests catalogues and specifications preliminary to quotations for purchase.

SHU PIRINIMPEX

Wishes to export: Sheep skin coats and hats for men and women.

TEXIM

Wishes to import: Red winter wheat: 12% minimum protein, 12% maximum moisture, 1% maximum foreign matter, and 2½% broken kernels. 50,000 metric tons, possible expansion to 100,000 metric tons. Invites quote letter of credit f.o.b. Gulf ports and/or c.i.f. Santos, Brazil. Direct shipment for Texim to Brazil. U.S. port clearance December 31, 1966.

TECHNOIMPORT

Wishes to import: Fertilizer; ammonium; phosphoric acid; sulphuric acid; and triple superphosphate, all complete plants (specification no. 16**); polyvinyl chloride manufacturing plant, capacity of 12,000 tons a year (specification no. 22*); ethylene and propylene, 20,000 tons a year, complete plant (specification no. 47***); polypropylene, 20,000 tons a year, complete plant (specification no. 48**); obtaining isoprene type rubber from petroleum refining by-products, capacity 33,400 tons a year, complete plant (specification no. 27**); ball bearings; iron works plant, complete—for construction equipment, and for hardware (specifications available***); concentrating and pelletizing from 30% ferrites, 8% manganese and recoverable quantities of lead, complete plant—quotations due immediately (specifications available*); cold-rolled sheet, including galvanizing, electrostatic painting, plastic coating lines, degreasing, and annealing tinning units before galvanizing, plant addition—quotations due immediately (specifications available*).

* In English from the Trade Missions Division.

** In French from the Trade Missions Division.

*** In German from the Trade Missions Division.

Hungary

CHEMOKOMPLEX

Wishes to import: Tire plant, complete. 1,200,000 tires per year capacity. First phase: 600,000 passenger tires per year. Second phase: 1,200,000 tires, with addition of 600,000 truck tires. (Specifica-

Earlier mission's report

Copies of the U.S. Trade Mission to Poland and Romania's report, which appeared in the Nov. 15, 1965, issue of International Commerce are still available to interested U.S. businessmen. They can be obtained for 35 cents apiece from the Publication Sales and Distribution Branch, Office of Administrative Services, U.S. Dept. of Commerce, Washington, D.C. 20230.

tion no. 981/1122 available in English from the Dept. of Commerce).

Wishes to sell license: Patented new type of filtration equipment for such materials as red mud, coal sludge, lime slurry, china clay, disodium-hydrogen phosphate. Company wishes to license manufacturing rights in the United States. (Specifications in English and photos available from the Dept. of Commerce).

FERUNION

Wishes to import: Glass production equipment for all types of bottles, pressed glass and float glass. Completely automated equipment for plant to produce nuts, bolts, and wood screws, all types and sizes—capacity 4,000 tons per year —supplier should expect to buy some portion of output as payment.

KOMPLEX

Wishes to import: Crude beet molasses into yeast, converter; cheese whey and/or beet molasses into ethyl alcohol and acetic acid, converter. Equipment and know-how.

Chicken broiler processing, complete plant equipment for 3,000 birds per hour plus cut up line and tray packing, but excluding refrigeration.

Onion picking, peeling and slicing equipment; or processing equipment of any special type.

Spray dry milk equipment to handle 200,000 lbs. skim milk per day and/or 200,000 lbs. cheese whey per day.

200,000 lbs. milk by-product to lactose and albumin, dairy equipment converter and know-how.

Turkey, duck, and/or geese killing and eviscerating plant, 1,000 birds per hour, complete; include bag packing, but not refrigeration equipment; separate quotes invited for each plant.

Poultry cage egg laying setup, 50,000 hens, completely integrated.

Canning fruits and vegetables, cold and hot, complete plant addition. To process 300 metric tons or more daily.

Canning and processing all types of concentrated fruit, complete plant, capacity 100 tons daily. Also include pasteurizing, sterilizing equipment for bottles or cans; peeling, halving and seed removing from peaches, equipment.

Apples, processing and packaging equipment, 120 tons per year; and for dried fruits complete, raw material to finished product.

Tomatoes, canning plant. For tomato concentrate, puree, catsup, chili sauce, and canning whole oblong tomatoes. Equipment for cooling, waxing, canning, sealing, labeling. Capacity 500 tons daily.

Steak dinners, equipment for cooking, freezing and packaging. Complete plant.

Ten sterilizing plants—125°C pressurized—continuous operation of 150 and 300 glass jars per minute.

Vinegar, distilling, processing, bottling in pint and quart containers, labeling, complete plant equipment.

Cucumbers, pickling, sizing, grading, vacuum-sealing electronically and pasteurizing, labeling and capping, complete plant equipment. Capacity 100 tons daily.

Complete plant and equipment, consumer size, for processing packaged and precooked meals, (such as TV dinners) incorporate cooling, freezing, packaging, weighing, wrapping and storage facilities.

Beer and malt manufacturing equipment, also bottling, capping, labeling and sterilizing, 12,000 metric tons capacity, 16,000 bottles per hour; 50% bottling, 50% barrels.

Bottled baby food, to include cooking, sterilizing and labeling, complete processing plant.

Yeast, processing, packaging, wrapping, complete equipment. Granulated and small size consumer package, 20 grams.

Wishes to export: Hog, horizontal dehiding machine, 90 hogs per hour; hog scalding tank and hog dehairer, 50 hogs per hour.

MISSION MEMBERS DISCUSS products with sales potential in Bulgaria and Hungary, and the agencies which handle the importation of specific commodities. Briefings for exporters are planned in several U.S. cities with individual members of the mission, and in Wilmington, Del. with all members.

TECHNOIMPEX

Wishes to export: Tractors, 4-wheel drive, 90 hp., heavy duty, 10-speeds forward to 15 mph. Three point hitch, lifting capacity two tons, with or without four tires 15″ x 30″. British Perkins 100 hp. diesel can be substituted. Winch attachment for heavy logging tractor.

TUNGSRAM

Wishes to import: Electric bulbs, household, complete manufacturing plant. To include technical and operating contract (getting plant started) for plant using "Ribbon System" one million bulbs per day, 40-100 watt range, 220 volts.

Wire drawing equipment, primarily for tungsten light bulb filaments. "COIL" type tungsten filament for incandescent light bulbs. 40-100 watts, 220 volts, manufacturing equipment. Capacity 3,500-4,000 filaments per hour.

Wishes to export: Special types of light bulbs, such as decorative and Christmas tree bulbs; incandescent lamps using Krypton gas, or gas only; vacuum lamp manufacturing and scientific work equipment—will work to customer specifications.

Wishes to obtain license and import:

License fluorescent coating powder for high efficiency fluorescent bulbs, 80 lumens per watt or better. Also will negotiate a technical contract. Will import equipment or technical assistance needed in manufacturing any special machinery used in producing the powder or the bulb.

NIKEX

Wishes to import: Ceramics for telecommunications, equipment for production—give weight and price for each type of ceramic including spare parts for a two-year operation; grinding wheels, complete manufacturing plant—(specifications in English available from the Department of Commerce); tile production equipment—size 150 x 150 x 6mm.—output per year: 1.2 million square meters; frame-type self-advancing supporters for mines.

METRIMPEX

Wishes to import: Spectro-analytical instruments: spectrophotofluorometer; spectrophotometer; spectro-radiometer; mass spectrometers; nuclear magnetic resonance; electron-paramagnetic spin; photometers; direct reading spectroanalysers.

Microscopes and instruments of photogrammetry: electron microscope; analytical plotter, plotting systems consisting of an electronic digital computer, an optical stereocomparator console and an XY plotting table.

Photo microscope, and MEF microscope with vacuum-therm for metallurgical research.

Mechanical material testing equipment: hardness and spring testers; universal testing machines; concrete testing equipment; methane indicators. Laboratory instruments: consistometers; viscosimeters for oiltests; chromatographs; oscilloscopes. Measurement and automation control equipment.

Wishes to export: Laboratory instruments and appliances, instruments for telecommunication, nuclear instruments, industrial measuring and control instruments, surveying instruments, plastics testing instruments, testing instruments for the textile industry, measuring instruments and gauges, chemical-technical glassware and apparatus for laboratories, and meteorological instruments.

Members' reports reflect broad knowledge, experience

The Trade Mission members, who wrote most of the articles comprising the final report presented in this issue of INTERNATIONAL COMMERCE, offer a variety of knowledge and experience in appraising the markets they visited. All are specialists in various aspects of industrial or commerce activity.

Robert E. Simpson, who headed the Mission is Director of the Office of International Regional Economics of the Commerce Department's Bureau of International Commerce. He is responsible for its six geographic divisions, including the European and Sino-Soviet Divisions and the International Trade Analysis Division.

Simpson brings to the mission more than 20 years' experience as an economist with the U.S. Government, primarily in international affairs. His official duties have taken him abroad many times, often as a member of the U.S. delegation to various international conferences.

Born in Chicago, Simpson is a graduate of Amherst, George Washington, and the National War College.

Sheffield T. Abood is president of the Abood Tomato Corp., Ft. Pierce, Fla. He has had extensive experience in agriculture as a grower, sales executive, and exporter. He has organized a number of growers' cooperatives and has acted as consultant engineer-architect throughout the United States during construction of various produce packing and repacking plants involving refrigeration, storage, and merchandising.

A former director of the Fort Pierce Chamber of Commerce and the St. Lucie Farm Bureau, Abood has been appointed to the President's Council of the American Institute of Management.

Bjorn Andersen, a consultant, was vice president of Celanese Development Corp., a division of the Celanese Corp. of America, until his recent retirement. Celanese produces synthetic fibers, chemicals, and plastics.

With the corporation for more than 30 years Andersen's responsibilities included worldwide activities in licensing processes and patents and overseas investment operations.

A graduate of Norway's Institute of Technology, he is chairman of the advisory council of Princeton University's Plastics Laboratory for Graduate Studies. He is the holder of 24 patents.

Charles Chapler is owner and director of the export and import firm of Chaptex International, Inc., in Lodi, N.J. His experience in the building and construction industries goes back to 1947 when he began constructing single-family homes in Long Island, N.Y. His activities expanded to include apartment houses and commercial buildings; his most recent ventures are shopping centers using the newest methods and equipment.

Chapler's factoring and finance company, Chapler Factors, Inc., extends credit to clients in foreign trade and advises on the more difficult aspects of international business.

Robert M. Hanson is export sales manager for Giddings & Lewis Machine Tool Co., Fond du Lac, Wis. Formerly he was director of South and Latin American sales. He has spent two years in Europe for his firm. He has also been associated with the engineering, production engineering, and production departments of Giddings & Lewis.

Born in Janesville, Wis., Hanson received a B.S.M.E. degree from the University of Wisconsin. He is a member of the American Society of Tool and Manufacturing Engineers and Wisconsin Professional Engineers.

Laton M. Henderson is associated with Dean Witter & Co., investment bankers, Chicago, specializing in grain and food commodities. He is also vice president of Finley-Moody Co., agricultural machinery exporters, Aurora, Ill.

Formerly a vice president of Doughboy Industries, Inc., New Richmond, Wis., he owns and operates a poultry farm there.

A graduate of the University of New Hampshire, Henderson has a masters degree in dairy manufacturing from Pennsylvania State University.

Stephen M. Hirst, who was the Mission's Trade Development Officer, is an international economist in the Commerce Department's Office of International Regional Economics. He works on U.S. economic and commercial relations with Bulgaria, the Soviet Zone of Germany, and the U.S.S.R.

Born in Dayton, Ohio, Hirst graduated from Miami University (Ohio) and received a masters degree from Johns Hopkins. He speaks Russian, German, French, and Italian, and has studied in Italy.

Growth of sales by Direct-Investment Enterprises Abroad

(In billions of dollars)

	1957	1961	1962	1963	1964	1965
All manufacturing industries, total..	18.3	25.1	27.9	31.7	37.4	42.4
Food products	2.5	3.2	3.4	3.5	3.7	4.0
Paper and allied products	.9	1.1	1.2	1.3	1.6	1.8
Chemicals	2.4	3.9	4.4	5.1	5.9	6.9
Rubber products	1.0	1.2	1.3	1.4	1.6	1.7
Primary and fabricated metals..	1.5	1.9	2.1	2.4	2.9	3.4
Machinery, excluding electrical..	1.9	2.9	3.4	3.7	4.6	5.3
Electrical machinery	2.0	2.2	2.6	3.0	3.6	3.9
Transportation equipment	4.2	6.0	6.7	8.1	9.5	10.8
Other products	1.9	2.7	2.9	3.3	4.1	4.7
Total by areas						
Canada	7.9	8.4	9.2	10.2	11.6	13.4
Europe	6.3	10.8	12.0	14.0	16.7	18.8
Latin America	2.4	3.6	4.1	4.3	5.0	5.5
Other areas	1.7	2.3	2.6	3.2	4.2	4.7

Note: Detail may not add to totals due to rounding.

Sales by U.S. overseas affiliates jumped 13% to $42 billion in 1965

Growth reflects vigorous economic activity in overseas markets; about 82% of sales are made in nation where factory is located

Foreign manufacturing affiliates of U.S. firms raised their sales to $42.4 billion in 1965, about 13% higher than 1964. A report just issued by the Office of Business Economics of the Department of Commerce said the rate of increase was somewhat above the average since 1957, though less than the extraordinary 17% gain in 1964.

The vigorous growth of the sales of these foreign affiliates is based partly on the broad advances in economic activity in the major industrial countries abroad, which are the chief markets of these firms. It is also related to the continuing rapid buildup of productive facilities.

European affiliates have tripled their sales since 1957 and now account for 44% of the sales of all foreign affiliates. Sales of these affiliates were up by $2.1 billion in 1965, a slower rise than in 1963 or 1964. Gains in France and Italy were relatively moderate in 1965, while German affiliates continued to score large increases. Sales gains in the United Kingdom moderated in 1965 after their sharp rise in 1964.

Although most of the individual manufacturing industries in Europe registered large sales increases in 1965, only the chemical and food product industries were able to do so at an accelerated rate.

Auto trade surges

In Canada, total sales of U.S. manufacturing affiliates in 1965 increased sharply to $13.4 billion. Gains were moderately larger than in 1964 in most product lines. For automobiles, however, there was an upsurge of about $750 million, reflecting the impact of the U.S.-Canadian agreement on trade in automobiles.

Manufacturing affiliates in other developed countries raised their sales about 11% to $3.7 billion in 1965. Japan had the largest gain, while sales expanded more slowly in Australia.

Sales of manufacturing affiliates in the less developed countries were also up about 11% for the year, and aggregated about $6.4 billion. Most of these sales—$5.5 billion—were in Latin America.

There was little change in 1965 in the overall breakdown of foreign manufacturing sales by destination. About 82% were sold in the same countries in which the plants were located, 14% were exported to other foreign countries, and a little over 4% were exported to the United States.

The OBE report, published in the November issue of its *Survey of Current Business*, points out that sales of the foreign affiliate plants to third countries represents a sizable component of total exports for some countries. For instance, United Kingdom affiliates of U.S. companies provided 17% of U. K. exports of manufactures in 1965, and for other European countries the proportion, though smaller, was of some significance.

The *Survey* is available from field offices of the Department of Commerce, or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 at an annual subscription price of $6, including weekly supplements; single copy 45 cents.

U.S. reinsurance outflow slowed markedly in '65

A Department of Commerce survey of reinsurance transactions between U.S. insurance companies and insurers in other countries shows that net 1965 payments by U.S. insurance companies to foreign insurers dropped to $8 million, from $49.4 million the year before.

Such payments have varied between $50 and $70 million over the past 10 years. The sharp drop in 1965 was largely attributable to the damage caused by Hurricane Betsy and consequent increased recovery of losses from reinsurers abroad.

The term "reinsurance" describes the transfer by insurance companies of a portion of the liability they have assumed to other insurance companies. The reinsurer receives a proportionate share of the original premium and shares in the payment of losses incurred by the ceding insurance company. Reinsurance makes it possible for a single primary insurer to underwrite risks which it could not otherwise handle and to avoid large year-to-year fluctuations in its underwriting results.

U.S. SHARE OF WORLD EXPORTS OF MANUFACTURES

Commodity	U.S. exports (million dollars)	U.S. share (% of world exports to foreign markets[1])
Manufactures, total		
1964 1st quarter	3,944	23.9
2nd	4,160	23.8
3rd	3,891	23.5
4th	4,387	23.0
1965 1st	3,776	21.0
2nd	4,725	24.2
3rd	4,113	22.6
4th	4,674	22.3
1966 1st	4,662	23.1
2nd	4,902	23.2
Chemicals		
1964 1st quarter	553	26.9
2nd	582	26.5
3rd	606	28.2
4th	623	26.7
1965 1st	501	22.1
2nd	642	25.8
3rd	612	25.6
4th	647	25.4
1966 1st	632	24.3
2nd	683	25.0
Nonelectric machinery		
1964 1st quarter	1,132	31.6
2nd	1,199	31.4
3rd	1,095	31.5
4th	1,228	30.9
1965 1st	1,062	28.8
2nd	1,423	33.4
3rd	1,186	30.8
4th	1,373	30.4
1966 1st	1,351	30.7
2nd	1,444	30.9
Electric machinery		
1964 1st quarter	416	27.8
2nd	405	25.4
3rd	381	25.4
4th	463	26.1
1965 1st	377	23.0
2nd	444	25.3
3rd	398	24.1
4th	442	23.6
1966 1st	448	25.1
2nd	486	25.6
Transport equipment		
1964 1st quarter	740	28.4
2nd	783	28.6
3rd	695	28.7
4th	811	27.3
1965 1st	778	26.3
2nd	907	28.9
3rd	735	28.1
4th	891	27.2
1966 1st	918	29.4
2nd	927	28.3
Other manufactures		
1964 1st quarter	1,103	16.3
2nd	1,191	16.6
3rd	1,114	15.9
4th	1,262	15.8
1965 1st	1,058	14.2
2nd	1,309	16.6
3rd	1,182	15.4
4th	1,321	15.1
1966 1st	1,313	15.8
2nd	1,362	15.9

Note: The terms "manufactures" refers to chemicals, machinery, transport equipment, and other manufactures, except mineral fuel products, processed food, fats, oils, firearms of war, and ammunition.

[1] World exports are defined as exports from 14 major industrial countries, as follows: United States, Austria, Belgium-Luxembourg, Canada, Denmark, France, Federal Republic of Germany, Italy, Netherlands, Norway, Sweden, Switzerland, United Kingdom, and Japan. Exports to foreign markets are total exports excluding exports to the United States. In 1964 these 14 countries accounted for 77% of exports from all countries of manufactures.

Share of exports of manufactures holds steady

U.S. shipments increase in chemicals, electrical goods

Data on the U.S. share of world exports of manufactured goods are reported quarterly in INTERNATIONAL COMMERCE. *The preceding report appeared in the issue of August 29.*

Information on the second quarter of this year is given below. The article and table were prepared by the International Trade Analysis Division of the Commerce Department's Bureau of International Commerce.

The U.S. share of world exports of manufactures to markets other than the United States in the second quarter maintained the higher level to which it had advanced in the March quarter of this year. The June quarter share of 23.2% exceeded the 1965 average by nearly three-quarters of a percentage point, but remained below the levels reached in 1964 and earlier years.

Although the overall second quarter share gain over the first was minimal, all major categories of manufactured goods showed moderate to sizable increases except for the usually erratic transport equipment group where a significant drop pulled down the average.

Foreign exports diverted

Some part of the improvement in our share no doubt stemmed from the fact that extremely buoyant demand in the United States for foreign products this year has diverted exports to this country from third markets where our own exports compete. Nevertheless, the U.S. share position showed improvement in April-June over the average for 1965 even after inclusion of the rapidly rising exports to the United States. Our share of world exports of manufactures, including those to the United States, showed a modest rise to 20.3% in the second quarter, compared with 20.1% for last year.

The largest quarter-to-quarter improvement in the U.S. share of exports of major categories of manufactures shipped

to foreign destinations was registered in chemicals. The share gain of seven-tenths of 1% recovered most of our first quarter loss from the last quarter of 1965 and brought the second quarter slightly above the 1965 average. U.S. chemical sales abroad increased to $683 million, an 8% jump over the previous quarter, outstripping the 4% gain in other countries' exports of these commodities. Exports of nearly all chemical products increased, organic chemicals alone accounting for about a third of the advance recorded.

The U.S. share of exports of electric machinery and apparatus improved for the second successive quarter, gaining one-half of a percentage point. The June quarter share reached 25.6%, substantially higher than any quarter in 1965. Deliveries of electric machinery, like chemicals, had an 8% rise from the first quarter, bringing total export sales to nearly $490 million. One-third of the $38 million expansion in the June quarter was in measuring and controlling instruments, solid state semiconductor devices, and electron tubes.

The improvement in our share gains shown in January-March continued in the second quarter in nonelectric machinery and in "other manufactures," largely semimanufactures and nondurable consumer goods. The advances, however, were comparatively small. U.S. nonelectric machinery sales expanded by 7% in value to a total of $1.4 billion. The rise in our portion of the world market was only two-tenths of a percentage point over the first quarter, principally from a sizable jump in these exports to Canada. Power generating machinery and heating and cooling equipment were the largest gainers among the items in the nonelectric group.

Scientific instruments rise

Other manufactures had a quarter-to-quarter share rise of one-tenth of a percentage point. Sizable increases were recorded in the export value of scientific instruments and paper and metal manufactures. In contrast to nonelectric machinery where the second quarter share merely equaled the 1965 average, other manufactures in the same period bettered last year's share by 0.6 percentage points.

U.S. shipments of transport equipment in April-June were up only 1% in value over the first three months of the year in contrast to a rise of 7% in other countries' exports. Our share thus decreased by more than a percentage point. Drastic declines in commercial aircraft shipments to key European markets from the first to the second quarter were a major factor weakening our performance. Sales of aircraft and parts to the EEC were down $25 million, principally to the Federal Republic of Germany, a third below the first quarter value which had been boosted by delivery of a number of very large passenger transports. For the same reason, exports of this item to Sweden fell precipitously from $17.5 to $2.6 million. The U.S. share of exports of transport equipment in the second quarter, at 28.3%, was nevertheless, well above the 1965 average.

Small shifts for competitors

Except for the United Kingdom whose exports were adversely affected by a strike of British seamen, there were no important shifts among our five major competitors in their share of world exports of manufactures to foreign destinations from the first to the second quarter. The overall share of manufactures exports accounted for by the Federal Republic of Germany, the largest exporter of manufactured products next to the United States, did not change in the June quarter. A sizable improvement in transport equipment exports was offset by declines in all other groups. The U.K. share in the second quarter dropped sharply in all categories of manufactures, especially transport equipment, due to a drastic drop in exports of boats and ships, negating the substantial across-the-board rise of the first quarter.

French, Italian, and Japanese exports accounted for slightly larger shares of the manufactures market in the June quarter. French transport equipment scored a sharp 2 percentage point improvement over the March quarter, which in turn had shown a marked gain over the fourth quarter of 1965. French aircraft sales in April-June increased by $51 million to more than double those of the first quarter. Motor vehicle exports, up by $25 million in the same period, also contributed significantly to the rise in the French share of transport exports. Despite this gain, their share of world exports of all manufactures increased only two-tenths of a percentage point as shares of most other products showed decreases or were unchanged.

Gains in machinery, both electric and nonelectric, and transport equipment accounted for Italy's share rise of three-tenths of a percentage point in manufactures in the second quarter. Although Japan also bettered its position, its share remained slightly below last year's average. A drop in the June quarter share of transportation equipment more than offset increases mainly in electric machinery.

U.S. trade with Soviet bloc up 44% in first half '66

Export control report shows agricultural goods dominant

U.S. export license applications totaling $34.9 million were approved for Eastern European countries in the third quarter this year, while applications worth $600,000 were rejected.

The U.S. Department of Commerce's 77th Quarterly Report on Export Control also showed actual exports to the USSR and other Eastern European countries during the second quarter dropped to $45.5 million from the first quarter level of $55 million, while imports were up to $44 million from $40.4 million for the same periods.

Second quarter exports and imports brought total trade with Eastern Europe to $184.9 million for the first six months of 1966, compared with $128 million for the 1965 period. This represents a jump of more than 44%.

Agricultural commodities at $11.1 million and hides and skins at $5.8 million were the principal commodities in the third quarter applications. Most of the farm products were for Hungary and Czechoslovakia, and the bulk of the hides and skins for the USSR, Rumania and Czechoslovakia.

The second quarter exports represented 0.6% of total U.S. exports for the period. The principal customers were the USSR, $16.3 million; East Germany, $8.2 million; and Czechoslovakia, $6.3 million.

Undressed hides and skins, amounting to $10.1 million; corn, grain, sorghums, inedible tallow and wood pulp were the principal commodities.

The major suppliers of the $44.0 million in U.S. imports were Poland, $20.6 million; and the USSR, $12.6 million. The principal products were $9.1 million in canned meat and meat products; palladium, $4.3 million; and pig iron, $3.9 million.

The East Europeans continued to show great interest in U.S. technical data in the fields of petroleum refining, petrochemicals, chemicals and ferrous metallurgy.

The report is for sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, and any Department of Commerce Field Office. Price 25 cents.

United States overseas

The export promotion dates on these four pages offer important information for the U.S. exporter by telling what to sell, and where and when. The opportunities lie in commercial trade fairs, U.S. trade center shows, trade missions, America Weeks, the Sample Display Service and Mobile Trade Fairs. The last three are described elsewhere in this schedule.

Aggressive promotion is necessary to clinch the sale, but the task is made easier by exposing your products in the ways listed here.

► Exhibits in commercial fairs by the United States are selected after a research study shows a market for the product.

► Trade center shows held in London, Bangkok, Frankfurt, Tokyo, Milan and Stockholm, are limited to specific product lines.

Write: Bureau of International Commerce, Code 938, Department of Commerce, Washington, D.C. 20230.

► Trade missions composed of U.S. businessmen are organized to promote the export of U.S. goods and services. Some are organized and financed by the U.S. Government. Others are industry-financed and industry-organized and programmed with Government help.

American firms interested in selling their products abroad are invited to submit their business proposals to: Bureau of International Commerce, Code 918, Department of Commerce, Washington, D.C. 20230.

This calendar of exhibitions will appear in the first issue of INTERNATIONAL COMMERCE each month.

Microfilming, reprographic, and advanced documentation equipment. GERMANY. Recent changes in German law now make microfilm records legal. This and other developments offer new and important sales opportunities for U.S. manufacturers. In addition to microfilming, storage, and retrieval needs, there are expanding markets within many segments of the reprographic facilities of the nation. Document handling services of libraries, banks, insurance companies, and commercial firms are growing rapidly and require sophisticated equipment of many types, including products for "in-house" reproduction centers. American firms with experience in systems selling will have important competitive advantages; knowledge of applications of reprographic equipment is desired by German institutional and business interests. **Frankfurt Trade Center. Nov. 30-Dec. 7.**

Consumer products. SWITZERLAND. The Herren Globus men's stores in Switzerland are planning a retail promotion of U.S. merchandise to be held from January to September, 1967. As part of the promotion, the store will present a special exhibition of current U.S. space activities. The display will have its premiere in January at the main Herren Globus store in Zurich, and then travel to Herren Globus stores throughout Switzerland until September. **Jan. 1-Sept. 1, 1967.**

Agricultural machinery and equipment. THAILAND. A primary producer and exporter of agricultural products, Thailand offers U.S. manufacturers of agricultural and irrigation equipment and machinery excellent prospects for both immediate and long-range sales. The Thai government is encouraging farmers to increase output. To meet the demands of rising population and increasing industrialization, more modern agricultural methods and machinery are urgently needed. **Bangkok Trade Center, Jan. 11-24, 1967.**

Electrical control equipment. UNITED KINGDOM. New plant construction in the United Kingdom will boost electrical generating power capacity to 54,000 megawatts by 1970—a growth rate of 9 percent per year. Capital investment in the electrical industry during the period 1965-1969 is estimated at $11.2 billion. This expansion creates a market for all available devices for speeding technological development. There is a significant demand for advanced U.S. electrical control equipment including switches, relays, capacitors, circuit breakers, rectifiers and other related products. **London Trade Center. Jan. 17-27, 1967.**

Industrial hand tools. JAPAN. The market for a wide variety of pneumatic, gasoline, and electric hand tools for production line use is expanding rapidly. American tools are known for their high quality and fine craftsmanship and are in growing demand in Japan. **Tokyo Trade Center. Jan. 31-Feb. 7, 1967.**

Space fully booked

General industrial, office and agricultural machinery. GHANA. Machinery and equipment in the following categories will be exhibited: General industrial, agricultural, office machinery, construction, materials handling, food processing and packaging, consumer goods. A politically stable economy and an expanding industrial base have created a good market for a wide range of equipment and consumer goods. An extension of the sample display service at the show will provide an excellent means for U.S. firms to become established. **Ghana International Trade Fair, Accra. Feb. 1-19, 1967.**

Small-scale industries, agricultural equipment, consumer goods, consulting engineering, general international trade. GHANA, CONGO (KINSHASA), ZAMBIA. U.S. Trade Mission. Business proposals should be submitted by Dec. 8. Mission is scheduled for **Feb. 1-Mar. 3, 1967.**

Printing and bindery equipment. ITALY. An increasing consumption of printed matter provides a lively market for advanced American production equipment. Web-offset and multicolor offset presses, photo-composition machines, and

promotions

automatic control devices are among the many items of special interest. No import or exchange restrictions. **Milan Trade Center. Feb. 8-13, 1967.**

Electronic data processing equipment, systems and services. GERMANY. Germany, one of the most highly industrialized nations in the world, has needs for quantitative and qualitative data handling systems and represents a prime, multi-million dollar market for U.S. producers of EDP equipment with advanced commercial, industrial and scientific applications. Recent investigations reveal that the country has less than 50% of its requirements fulfilled. Several U.S. firms are now well established there and "newcomers" can successfully penetrate the market, because demands are expanding at an increasing rate. U.S. experience and systems know-how are familiar to, and welcomed by all types of German businessmen, industrialists and scientists. **Frankfurt Trade Center. Feb. 8-15, 1967.**

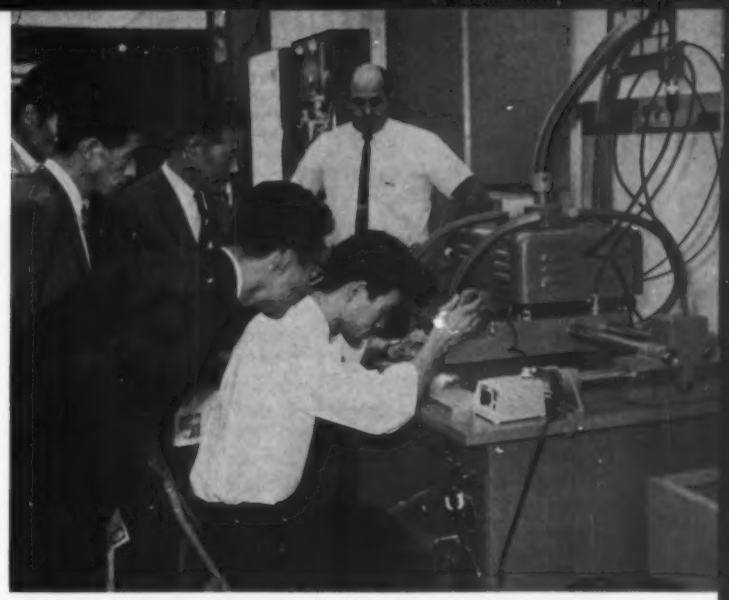
Space fully booked

Specialized electronic systems and instrumentation. JAPAN. U.S. suppliers sold over $64 million worth of commercial, industrial, and military electronic equipment to Japan in 1964. The market for these products is growing as high buyer receptivity to latest U.S. equipment and techniques becomes evident. **Tokyo Trade Center. Feb. 20-25, 1967.**

Dairy and food processing and packaging equipment. SCANDINAVIA. Sweden and its Scandinavian neighbors are experiencing a rapidly rising demand for convenience food. This demand, prompted in large measure by the large number of working wives and the growing popularity of self service food stores, is in turn creating a need for machinery, equipment and supplies to service the dairy and food industries. A particular need exists for advanced laboratory and testing equipment and mechanized labor saving devices, especially in view of the continual scarcity of labor. American companies with modern equipment in this field will benefit by exhibiting their products in this market. **Stockholm Trade Center. Feb. 23-Mar. 1, 1967.**

Construction, farm, and automotive maintenance equipment. LIBYA. Unprecedented market opportunities abound in Libya's social and economic program stimulated and financed by its new-found oil wealth. Construction and agriculture have top priority in the Government's Development Plan that calls for expenditures of at least $325 million in the next two years. In addition, the private sector is in a $1 billion construction boom of its own and needs all kinds of building materials and equipment. **U.S. commercial exhibition, Tripoli International Trade Fair, Libya. Feb. 28-Mar. 20, 1967.**

Heating, ventilating, air-conditioning, and sanitation equipment. ITALY. Huge multi-billion dollar Italian government construction programs for schools, hospitals, tourist facilities, and state-owned industrial plants over the next few years open excellent market possibilities for U.S. manufacturers of heating, ventilating, air-conditioning, and sanitation equipment. The U.S. exhibit coincides with the annual Italian Exposition and Convention on Heating, Air-Conditioning, Refrigeration, and Sanitation Equipment at the Milan Fairgrounds adjoining the Trade Center. **Milan Trade Center. Mar. 1-7, 1967.**



JAPANESE TRADE VISITORS crowd around a four-spindle printed circuit board drilling machine, exhibited recently at the Tokyo Trade Center by Excellon Industries, whose representative, Lee Garwood, is in the background.

Specialized medical research and hospital laboratory equipment and supplies. GERMANY. German hospital and medical requirements for laboratory and research equipment, instruments and supplies are growing. There are 150 privately operated clinical laboratories and nearly every one of the 3600 hospitals provides a variety of analytical and medical investigative services. There is considerable need and desire to expand and modernize many of the existing facilities. U.S. manufacturers catering to clinical chemistry, pathology, hematology and related medical disciplines will find promising market opportunities, especially in the fields of medical research. **Frankfurt Trade Center. March 13-18, 1967.**

Equipment and supplies for commercial and residential buildings. THAILAND. Thailand's dynamic economic growth is being paced by booming construction and steady increases in tourism. Hotel rooms are expected to increase 500 percent by 1970, and new restaurants and apartment houses are springing up daily. Existing buildings are modernizing their equipment to meet the competition from new construction. Demand for building and catering supplies and equipment is met almost entirely by imports, as very little in these lines is produced domestically. **Bangkok Trade Center. March 22-30, 1967.**

Paper finishing and conversion equipment and supplies. SCANDINAVIA. Sweden and its Scandinavian neighbors are experiencing a need for modern equipment and supplies for their paper finishing and conversion industries. The shortage

America Weeks

America Weeks are overseas retail sales promotions of U.S. consumer goods.

Overseas retailers planning one of these promotions make their merchandise selections through overseas officers or agents of American manufacturers or through an appropriate U.S.-based buying office.

Announcement of each separate America Week promotion, along with the name of the related buying office, is made by INTERNATIONAL COMMERCE. In addition, Commerce's Business and Defense Services Administration is developing mailing lists by commodity categories of manufacturers and distributors interested in selling to overseas retailers.

Any U.S. organizations interested in supplying promotional material for this program are asked to give a brief description of the exhibition or demonstration, and to indicate the languages in which it is available.

Write: America Week, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230.

Sample Displays

"A Sample Display Center is just what the name implies—a place to show samples of U.S. products," Secretary Connor has said.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors. Centers are in Beirut, Manila, Nairobi, and Bangkok.

They are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

Write: Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, or contact any of the Department's 42 Field Offices.

Mobile Trade Fairs

Mobile trade fairs are private business ventures designed to show and sell products of U.S. business and agriculture through traveling exhibitions carried in ships, airplanes, trains and exhibit vans.

Objectives of a mobile trade fair are to help U.S. firms enter the exporting field; to open new markets for American goods; and to assist U.S. business concerns in finding overseas agents.

In an effort to achieve these objectives, the Bureau of International Commerce provides technical support and certain kinds of financial assistance to qualified mobile trade fair operators.

Write: Mobile Trade Fairs, Bureau of International Commerce, Office of International Promotion, Department of Commerce, Washington, D.C. 20230.

of labor, rising wage costs, and competition from other paper producing areas are necessitating a modernization of facilities. This situation creates a highly receptive audience for modern equipment in the field. U.S. companies will benefit by exhibiting their products in this market. **Stockholm Trade Center. March 30-April 4, 1967.**

Machine tools, general industrial equipment, food processing and packaging, electronic components, chemical products and raw materials. BRAZIL. U.S. Trade Mission. Business proposals should be submitted by Feb. 1, 1967. Mission is scheduled for **April 2-29, 1967.**

High vacuum equipment. UNITED KINGDOM. There's profit in vacuum, and a sizeable amount of that profit can be gained through international sales. This year, the British market for high vacuum equipment is worth an estimated $11 million. The increasing utilization of thin film techniques in U.K. industry will push sales way beyond that figure in the near future. You can share in this business by exhibiting at the London High Vacuum Show, sponsored by the U.S. Department of Commerce in cooperation with the American Vacuum Society. The only vacuum exhibition in Europe next year. **London Trade Center. April 10-14, 1967.**

Measurement and control apparatus. FRANCE. The French market for this equipment has experienced even, strong and uninterrupted growth in consumption. The market doubled in the last five years and will double again to $330 million in the next three years. The most promising means to reach this market is by MESUCORA, a quadriennial trade fair, which will be attended by more than 100,000 technicians and buyers from all over Europe. **U.S. commercial exhibition, MESUCORA, Paris. April 14-21, 1967.**

Area and investment development, metal and mineral mining and processing equipment, food processing and packaging equipment, general industrial machinery, metalworking machinery. TURKEY. U.S. Trade Mission. Business proposals should be submitted by Feb. 28, 1967. Mission scheduled for **April 15-May 13, 1967.**

Welding machines & apparatus, inspection testing, machine tool attachments and components. UNITED KINGDOM. The British import market for machine tools is worth $100-110 million annually. Imports of welding equipment add another $15 million. There has been a sustained increase in imports for the past several years and all indicators show that this trend will continue. U.S. manufacturers will be able to show and sell to 50,000 production managers and engineers. **U.S. commercial exhibition, International Engineering and Welding Exhibition, London. April 25-May 4, 1967.**

Materials handling equipment. EUROPE. Throughout industrial Europe materials handling equipment is in increasing demand. Problems arising from shortages of labor, spiraling wages and production costs call for constant attention. Devices and systems which will lift, load, store and convey all types of products and materials quickly and economically are constantly in demand as a prime means to increase output, reduce labor input and hold the cost line. In Germany alone consumption of materials handling equipment was valued at approximately 400 million dollars in 1965, of which imports accounted for almost $30 million. U.S. systems and equipment for automated warehousing, boxcar and truck loading, order picking, weighing and registering, as well as narrow

aisle trucks, special purpose fork lifts, advanced design clam and other grab buckets, magnetic conveyors, vacuum-lift systems and fluid control devices are among the items which are expected to elicit particular interest. **U.S. commercial exhibition, Hanover Trade Fair. April 30-May 7, 1967.**

Consumer products. Grands Magasins a L'Innovation, BELGIUM. A group of buyers from L'Innovation, Belgium's largest department store chain, will visit the United States this fall to purchase some $300,000 worth of U.S. consumer goods for an "America Weeks" sale. The extensive shopping list includes ladies', men's and children's ready-to-wear garments; sportswear and undergarments, including beach articles; household articles of all kinds, such as fabrics, notions, white goods, furniture and house furnishings, electrical appliances and gadgets; personal items, drugs and cosmetics, jewelry, stationery, and paper products. This "America Weeks" promotion will be held in at least five L'Innovation stores—two in Brussels, and one each in Antwerp, Liege and Ghent. Scheduled for **May 5-28, 1967.**

Liquified petroleum gas utilization equipment. ITALY. Rising prosperity, increasing consumer incomes, and the desire to modernize both the home and the factory have generated increased demand in Italy for LP Gas appliances and equipment. From 1956 to 1965, LPG consumption increased 360% and the current 10% annual rate of growth is expected to continue for many years to come. This growing market offers excellent opportunities for sales of all types of U.S. made LPG equipment. **Milan Trade Center. May 12-18, 1967.**

Packaging machinery and materials. UNITED KINGDOM. Great Britain is one of the world's largest markets for packaging machinery and materials. Last year, packaging machinery sales were almost $106 million. Almost a third of that was imported—which proves that this market can be sold on an export basis. British end users look to the U.S. for new ideas in packaging. Dynamic American firms can translate this preference into new dollar sales by exhibiting. **London Trade Center. May 17-26, 1967.**

Aviation equipment and components. FRANCE. Air passenger and cargo traffic in Europe is increasing at an extremely fast rate annually, requiring a corresponding growth in commercial airfleets, airports, freight and ground handling facilities, service and repair equipment and all types of aircraft equipment and components. With facilities already feeling the strain of traffic beyond capacity, sales opportunities for U.S. made equipment throughout Europe's aerospace industry have never been better. For the first time, the U.S. government and aerospace industry have joined forces to present an exhibition of the latest aviation equipment components and technology. **U.S. commercial exhibition. 27th International Aviation and Space Salon, Paris. May 26-June 4, 1967.**

Food preparation and hotel and restaurant equipment. SPAIN. Spain's booming tourist industry is creating new sales opportunities. Last year Spain imported more than $26 million of food service equipment and prospects for a continuing high level of dollar sales is expected. Spain's four year development plan calls for an investment of $713 million during 1967 in new hotel construction and expansion of existing facilities to help accommodate the more than 17 million tourists expected in 1967. U.S. equipment suppliers to the tourist, food service and lodging industries can build sales and profits in one of the fastest growing markets in Europe by participating in the U.S.-sponsored commercial exhibition. **Barcelona International Samples Fair, Barcelona, Spain. June 1-15, 1967.**

Space fully booked

Measuring, recording and controlling instruments for the chemical industry. GERMANY. Technical measurement and control instruments, together with equipment for automatic operation of manufacturing facilities, find ever increasing applications throughout Europe. Demands for improved quality and lower costs continue to outstrip European productive capacity. Unemployment is virtually non-existent. The current economic situation demands that industrial capacity be expanded and increased in all sectors of production. The European manufacturer is actively seeking new materials, improved techniques, more modern machinery and equipment and other devices to increase output so that he may produce at a lower cost per man-hour. This international fair offers the most important opportunity for the American manufacturer of instrumentation to show and sell his products to the largest number of buyers from all parts of the world in the field of chemical engineering. It is the most important scientific event of 1967 in Europe in the field of chemical engineering, and will be held during the European Meeting of Chemical Engineers. **U.S. commercial exhibition, ACHEMA, Frankfurt, Germany. June 21-29, 1967.**

Factory modernization equipment. AUSTRALIA. In order to stimulate plant modernization, the Australian Government is allowing an extra 20% tax depreciation the first year for approved facilities, thus permitting a 30% allowance the first year of a 10 year period. Total depreciation amounts to 120%, an indirect subsidy of 20%. Of the approximately 59,000 factories on which the Australian economy is vitally dependent for production, repairs, jobbing and subcontracting purposes, the vast majority are operating with old or obsolete equipment, much of it 35-40 years of age. Specific sales opportunities exist for metal working machine tools; industrial heating and foundry equipment; specialized types of valves, pumps, and compressors; rubber and plastic working machinery; automatic welding equipment; and other general engineering equipment and accessories. **Fourth International Engineering Show, Melbourne, Australia. Aug. 7-12, 1967.**

EL SALVADORAN GOVERNMENT OFFICIALS examine U.S. automotive products at the Champion Spark Plug booth at the El Salvador Fair. After only six days of the fair, U.S. exhibitors predicted over $1 million in sales.

Worldwide Business Outlook

CURRENT BUSINESS DEVELOPMENTS IN BRIEF: Western Hotels International, a U.S. firm, has been awarded a five-year contract by the Ministry of Development of **Venezuela** for the management of the Government-owned Conahotu chain. The chain is comprised of ten modern hotels located throughout the country. The shift to private operations is expected to terminate the present operating losses and to promote additional domestic and foreign tourism . . . **Netherland's** imports in September 1966 amount to $695 million (12.1% above September 1965), while exports totaled $631.2 million (6.1% above last September.) For the first nine months of 1966, total Dutch imports rose to $5,987 million (up 11.4% from the same period last year) and total exports reached $4,940 million (up 6.7% above the 1965 level). An agreement on exchange of technical information has been concluded in **Germany** by Columbian Carbide Co., N.Y. with Degussa, Frankfurt, one of Germany's major chemical and metallurgical companies. The arrangement, which provides for interchange of data on furnace carbon black for the rubber industry, is envisaged to facilitate future cooperation in other fields of the chemical industry.

SIGNIFICANT PROGRESS MADE

Chile fighting inflation

Tighter Government controls over wages and prices indicated

Chile's goal of checking inflation remains elusive, despite significant progress this past year of Government programs of economic stabilization and development.

This past year the increase in the consumer price index was held to 25.9% compared to 38.4% during 1964. The Government's target was an increase of 15% for 1966. By the end of September, however, this target had already been exceeded as the index had risen by 21% during 1966.

Both the Minister of Economics and the President spoke out sharply at the end of the third quarter on the need to restrain inflation. Indications are that the Government will impose tougher controls over wages and prices.

U.S. exports to Chile continued to show good gains through the first five months of 1966. During this period, the U.S. share of the Chilean import market expanded to 39.4% from 39.2% at the end of 1965 and 36.6% at the end of 1964.

The U.S. was the leading supplier of Chile's imports with $108 million, followed by Germany ($33.4 million), Argentina ($24.7 million) and Great Britain ($10.8 million).

The import outlook is the most favorable in recent years with import registrations totaling $405.0 million in the first seven months of 1966, compared with $311.5 million in the same period of 1965.

The increases in imports are mainly due to an improved balance of payments which in turn has made possible some relaxation of import controls as well as a reduction in tariffs and surcharges on capital goods.

Chilean exports were up an impressive 27.2% during the January-July period of 1966 as compared to the similar period of 1965. Total exports amounted to $495.4 million of which $93.3 million went to the U.S., $33.6 million to Germany, $31.8 million to Great Britain, $31.0 million to Japan, and $29.2 million to the Netherlands.

Favorable prices for copper was one of the principal reasons for the export expansion, but there was also a significant increase in exports of industrial manufactures.

$98.8 million payments surplus

With respect to Chile's balance of payments, the Central Bank reported that a surplus of $98.8 million is expected for 1966. The Government and the Central Bank will be using the surplus to repay foreign debt including heavy payments to the U.S.

The Chilean escudo continued to depreciate in terms of U.S. dollars. The average depreciation for the escudo was 4.2% in the third quarter, as compared with an average depreciation of 6.3 and 5.9% in the preceding quarters.

For the first nine months of 1966, the banker's spot rate declined by 20.3%; the banker's future rate, applicable to most import transactions by 17.7% and the bankers rate by 14.4%.

The value of the escudo in the future exchange market depreciated in line with the increase in the consumer price index during the first seven months and less in the final two months of the third quarter.

Money supply increases

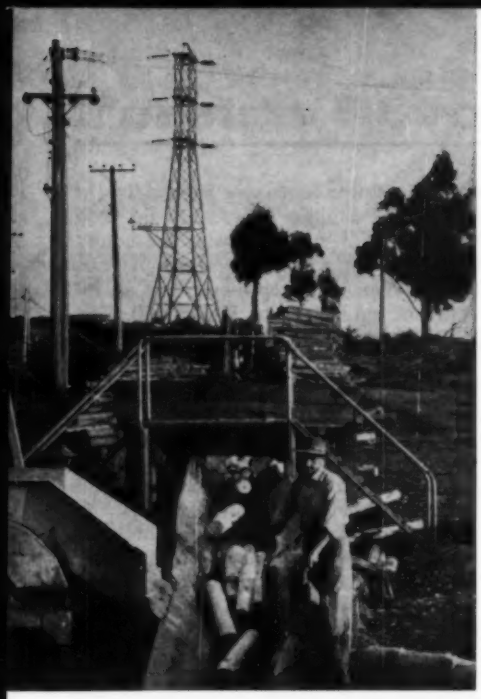
The money supply increased beyond the goals set by the Government and toward the end of September the money supply had increased by 24.9% over the level at Dec. 31, 1965.

Government projections have now been revised from a 29% increase for all of 1966 to 35%, a goal that is likely to be realized. The expansion of the money supply has been supported by substantial Central Bank credit expansion during 1966.

Agreements between the Government of Chile and the three major U.S. copper companies operating in Chile moved slowly toward completion during the quarter.

The agreements with the copper companies call for new investments totaling $530 million over a period of five years which may double Chile's annual copper production to some 1.2 million metric tons.

The Chilean Government adopted a new price policy effective Aug. 15, on copper which sets the price at the average of the spot and 90-day future quota-



NEWSPRINT MILL near Concepcion, Chile supplies 10% of Latin America's newsprint needs. Other Chilean exports were up 27.2% during the January-July period of 1966. (World Bank photo)

tions of the previous day on the London Metals Exchange. The new price formula was primarily the result of the great disparity which had developed between the LME price and the Chilean producers' price which had advanced to 70¢ per pound on July 15.

Small firms offered aid

The Empresa Nacional de Mineria announced plans to help small and medium mining companies in the Antofagasta region. One provision of the plan is the creation of mixed companies with ENAMI as a 25% owner to develop properties which present owners have been unable to develop because of a lack of capital or technical ability.

ENAMI will facilitate raising the remaining 75% of equity capital and will control the management of the mixed company until the credits have been repaid. Thereafter, ENAMI will remain a minority partner in the operation.

Other features of the development plan include the granting of credits and technical assistance and financial help in the purchase of machinery. Similar plans are expected to be announced for the other mining regions of the nation.

During the quarter, the Inter-American Development Bank announced that it had authorized an $11 million loan, from its Fund for Special Operations, to the Agricultural Development Institute. The loan will be used to provide technical assistance and credits to 70,000 small farmers.

The INDAP credit as well as two other previously-announced Inter-American Development Bank loans; one of $15 million for the construction and/or improvement of the highway linking Vina del Mar with Mendoza in Argentina, and the other of $12 million for the construction of low cost housing, were formally signed in early October.

A $5 million credit, from the Inter-American Development Bank, to the University of Chile, for the construction and equipment of a new School of Agriculture & Veterinary Sciences, was signed earlier in the quarter.

Pudahuel airport inaugurated

It was announced that Santiago's new international airport at Pudahuel would be inaugurated on Nov. 30.

All facilities were not completed at that date, but the new airport is expected to be opened to international traffic shortly.

Construction also got underway on Easter Island where the Mataveri landing strip is being improved and lengthened to 1300 meters and in addition, bids for the construction of the runway (2100 meters) and apron at Balmaceda, Aysen Province, were opened by the Ministry of Public Works.

Separate bids will be called later for construction of the terminal building and for communications equipment, and other facilities.

EMPREMAR, the state maritime enterprise, announced it would expand its service domestically and possibly regionally. EMPREMAR is currently planning to replace some of its fleet following completion of a feasibility study and it is considering hydrofoils for passenger traffic along the southern coast and refrigerated freighters. The private company SONAP has also announced plans for modernizing its tanker fleet.

The anchoveta catch in the north of Chile continued to recover. The anchoveta is used to produce fishmeal. According to the Fisheries Development Institute, the accumulated catch for the first eight months of 1966 totaled 940,330 metric tons, as compared with 300,804 tons for the same period reported during 1965, a poor year for anchovetas in Chile.

Fish meal production doubles

Because of the excellent anchoveta catch, fishmeal production increased to 169,243 metric tons in the first eight months of 1966, an increase of more than double the production in the same period of 1965.

Furthermore, the fishing industry began to reorganize as five fishing companies combined to form Industria Pesquera Piscis S.A. Also the Pesquera Norte Grande of Arica and Pesquera Punta Negra of Iquique completed legal arrangements for the merger of their operations and further mergers are expected before the end of the year.

HYDROELECTRIC PROJECT NEAR SANTIAGO nears completion. Here, the diversion tunnel inlet for the plant is being built on the Rapel River, 75 miles southwest of the Chilean capital. A new international airport was inaugurated on Nov. 30 and will be open shortly. (World Bank photo)

Large Brazilian fertilizer complex granted U.S. loan, guaranty aid

$70 million plant will be owned jointly by a U.S. firm, a Brazilian group and the International Finance Corp.

A $70 million fertilizer manufacturing and distribution complex will be built near the seaport of Santos, Brazil, with loan and guaranty assistance from the Agency for International Development (AID), the International Finance Corp. (IFC) and a consortium of U.S. insurance companies.

The new integrated fertilizer plant complex represents an Alliance for Progress effort on the part of private firms and public agencies to help Brazil accelerate and expand her production of food and fiber.

The plant will be built and operated by Ultrafertil S.A., a newly formed private Brazilian company which is to be jointly owned by the Phillips Petroleum Co. of Bartlesville, Okla. (60%), the Ultra Group of Brazil (30%) and IFC (10%). IFC is a World Bank affiliate.

The Ultrafertil project, one of the largest in Latin America, is expected to save Brazil an estimated $12 million annually in foreign exchange. The project includes a network of about 14 company-owned distribution centers in south central Brazil.

The plant's major market will be the agricultural area of south central Brazil where 70 to 80 percent of the country's fertilizer is consumed.

Ultrafertil will produce about 500,000 tons annually of anhydrous ammonia, ammonium nitrate, diammonium phosphate and associated products, about half of which will be marketed through the 14 distribution centers; the balance will be sold to independent fertilizer blenders and manufacturers.

Will need imports

Most of the raw materials consumed by the Ultrafertil complex will have to be imported until adequate Brazilian supplies can be developed. Production is slated to begin in 1969.

About $26 million of the total financing for Ultrafertil will be represented by equity, with the remaining $44 million in loans. The Phillips Petroleum Co. will provide $15.5 million toward the equity financing. Ultra Group's interest in the equity financing is represented by an investment equivalent to $7,775,000. The IFC's contribution of $10,658,000 in share and loan capital represents its largest investment in manufacturing industry to date.

AID's $14.8 million development loan to Ultrafertil is part of a long-range U.S. program to help Brazilian farmers meet the mounting demand for foodstuffs.

The remaining $21.5 million of loans is expected to be provided by a group of U.S. life insurance companies. The last-maturing 75% of this loan will be guaranteed by AID under its extended risk guarantee program, the largest all-risk insurance policy the agency has ever authorized.

AID recently liberalized its extended risk program to promote private participation in the Alliance for Progress. Under the new formula, U.S. institutional investors have full U.S. Government backing on AID-guaranteed notes they hold.

AID's loan to Ultrafertil, guaranteed by the Brazilian Government, will be repaid in dollars within 15 years, including a five year grace period. Under an alternate plan, the Brazilian Government may exercise its option of receiving payments in local currency from Ultrafertil, repaying the AID loan in dollars within 40 years, including a ten-year grace period.

BRAZILIAN FERTILIZER COMPLEX official documents were signed by (l. to r.): R. O. Nagel, vice president, Ultrafertil; Pery Igel, president, Ultrafertil; Octavio Gouvea de Bulhoes, Brazilian Minister of Finance; and James S. Raj, deputy-executive vice president of IFC, which is a World Bank affiliate.

Sweden lists imports exempted from duty

Sweden has issued the following list of items that will be exempt from import duty until June 30, 1968:

Fatty alcohols; silvernitrate; dodecylbenzene; methanol; monohydric alcohols of at least 10 carbon atoms; certain organic chemicals in chapter 29 of the tariff; compounded alkylbenzenes of the kind used in the manufacture of surface active substances;

Non-chemically definable isocyanates; polycaprolactum, intended exclusively for use in the manufacture of textile fibers; sheets of polyvinylbutyral, intended exclusively for use in manufacturing laminated safety glass; fireproof construction material of ceramic carbon products; grain plates for pressing leather;

Spiral-shaped knives for mounting on rollers for leather working or textile machinery; certain compressors under tariff heading 84.11; certain baking ovens (for wafers) under 84.14, 84.17 and 85.11; calenders and similar machines for the textile industry and cylinders therefor;

Certain machines for change of temperature treatment of materials under 84.17; machines for automatic spraying of leather, including such machines built into drying machines; electrically controlled leather stocking machines; forging manipulators; certain machines for the bakery, confectionery and chocolate industries under 84.30;

Certain textile machines under 84.36, 84.37 and 84.38; felt and felt hat making machinery under 84.39; certain machines for the treating of textiles (washing, pressing, drying, dyeing, printing, bleaching, etc.) under 84.40; certain industrial sewing machines under 84.41;

Machines for preparing and processing hides, leather and skins, and certain shoe making machinery under 84.42 and 84.59; die-casting machines; certain machine tools under 84.45; so-called "ball-race mills" under 84.56;

Perforated spinners for machines for glass fiber manufacture; platinum parts for machinery and apparatus under 84.57; machinery for the production of X-ray film; machinery for the manufacture of cordage and rope made from textiles;

Oil skimmers operating with rotating drums for the removal of oil from water surfaces; fuel elements for nuclear reactors based on uranium, with an enrichment degree (U235 content) of 10% or more; lacquering ovens for copper wire; complete wheel hubs, pedals and gears for non-motorized cycles;

Machine-propelled, automatically registering measuring apparatus for leather; and complete plants for the manufacture of synthetic textile fibers by means of a continuous production process.

Most of the above items are regularly subject to ad valorem duty rates of 10% or more.

For further information on specific products **write:** European Division, OIRE, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Argentine cigarette plant to be built by U.S. firm

The Philip Morris Co., in association with an Argentine firm, will soon begin construction of a $5.4 million cigarette factory in Argentina. The plant is expected to result in the purchase of $3.8 million of imported equipment and possibly up to $15.5 million of imported tobacco. Philip Morris intends to import all of its tobacco from the United States, producing a fully American-style cigarette. Production is expected to begin in 1967.

The company received investment concessions from the Argentine Government for locating in Tucuman province, a region in which the Government is promoting economic development. Among the concessions were: duty-free importation of equipment, duty-free importation of 5.4 million kilos of tobacco, and the authorization of Government bank credits of 250 million pesos. However, the company must begin development of tobacco plantations in Tucuman province and must use Argentine tobacco exclusively beginning in 1973.

Deadline reset for processing claims on Dominican damage

The Dominican Republic has extended for an additional eight months the period granted to the War Claims Commission (see INTERNATIONAL COMMERCE, June 20, p. 33) for processing claims for damages which occurred in the civil strife of 1965. The time limit for the Commission to submit its report is now July 6, 1967.

Thailand reduces certain rates for tax exemptions

Thailand's Board of Investment has announced that applications with respect to one provision of the Promotion of Industrial Investment Act dealing with duty and business tax exemptions will not be accepted after Nov. 30.

The provision in question, Section 24 of the Act, reads: "After five years from the date this Act takes effect, any promoted persons for industrial activities under Groups A and B who thereafter begin operations of the industrial activities, shall not receive the rights and benefits under Section 20 and Section 21, and such industrial activities shall be regarded as those under Group C."

Groups affected

In the governing Thai language version, the term "begin operations" actually means the issuance of the promotion certificate by the Board of Investment. The benefits referred to involve only import duties and business taxes on "raw or necessary materials" applicable to industries in Group A (vital and necessary to the economy, which had been allowed 100% exemption) and industries in Group B (less vital and necessary, which had been allowed 50% exemption).

Since the effective date of the Act was Feb. 10, 1962, the five-year period during which Groups A and B may be granted these higher exemption rates expires on Feb. 10, 1967. Thus in order to comply with this deadline, the Board has imposed Nov. 30 as the latest date to receive applications for benefits.

Applicable benefits

After that date, however, industries in Groups A and B can still obtain the lower exemption rate which had been applicable to Group C (all industries not covered by the first two groups), which is up to 33⅓% of existing duties and business taxes on imported "raw or necessary materials."

The coming into force of Section 24 does not affect other benefits of the law which are available to all groups of approved industrial activities. These include income tax exemptions and exemption of duties and business taxes on machinery and accessories required for the particular industrial activity.

Dutch food processors seek licenses to make packing, sealing machinery

Primarily interested in newly developed high speed equipment; Utrecht Machinery and Equipment Fair exhibits attract interest

The Department of Commerce exhibition at the Machinery and Equipment Fair in Utrecht, The Netherlands, demonstrated the demand in the Netherlands and adjacent countries for U.S. machinery and equipment used in the food processing industry.

Several Dutch firms seek licensing or similar arrangements with U.S. manufacturers to produce packing and sealing machinery, including adhesives. The Dutch companies are primarily interested in making modern, newly developed equipment, particularly machinery developed for high speed packaging and filling operations. Many of the present packing and sealing installations in the Netherlands were installed immediately after World War II and employ outdated techniques and equipment.

Increasing competition and manpower shortages have made it necessary for Dutch concerns to modernize their operations to take advantage of high speed automated equipment produced in the U.S.

The seven Dutch firms listed below are interested in making packaging, filling and sealing machinery and systems. To obtain additional information interested U.S. companies should contact the Dutch firms directly.

- A licensing arrangement to produce packaging, filling and sealing machines is sought by a Wormer company.

Write: Machine Factory P. van Houten, 3 Wormerringdijk, Wormer, The Netherlands. Attn: Mr. P. van Houten.

- An Amsterdam company seeks a license to produce packaging or internal transport equipment for the sugar and sugar cube industry.

Write: Goka N.V. Machineworks, P.O. Box 130, Amsterdam, The Netherlands. Attn: Mr. J. L. Koster.

- A Rotterdam firm is interested in a license or agency to handle equipment for supermarkets, including packaging and dispensing machinery.

Write: Croon-Warren, 169 Mathenesserlaan, Rotterdam-3, The Netherlands. Attn: Mr. W. B. Kalthof.

- A Weesp firm is interested in a license to manufacture all kinds of packaging systems and filling machinery, except polygal or competitive systems.

Write: International Packaging Co., 1b Nijverheidslaan, Weesp, The Netherlands. Attn: Mr. Barendregt.

- A Delft company seeks a license to produce adhesives.

Write: Koninklijke Nedeslandsche, Gist- & Spiritusfabriek N.V., Delft, The Netherlands. Attn: Dr. E. J. Mouton.

- A licensing arrangement with a U.S. company to manufacture filling, capping, closing, and allied handling equipment for the chemical or foodstuffs industry is sought by a Leiden concern.

Write: N. V. Leidsche Apparatenfabriek, Afdeling Bedrijfsmechanisatie, 208 Stationsplein, Leiden, The Netherlands.

- An Enschede company seeks a license to manufacture small size equipment and accessories for the packaging, textile, plastics processing or metal printing industries. The firm is also interested in producing offset and silk screen printing machinery.

Write: Handelsonderneming MEVOTEX, 19 Schiestraat, Enschede, The Netherlands.

Indian firm proposes venture for electronic equipment

Established in 1963, an Indian manufacturer of electric meters and low tension switch gears seeks a U.S. firm's participation in a venture to produce loudspeakers and components such as paper cones and spiders for the radio receiver industry.

A U.S. company is requested to furnish approximately $25,000 to be used towards the purchase of necessary equipment, plus technical assistance.

Plans call for the annual manufacture of 150,000 loud speakers, 360,000 paper cones and 360,000 spiders on the basis of a single eight hour shift. Operations would be located in the Indian firm's plant where production facilities, utilities and rail and highway transportation are available. Some of the necessary raw materials are available in India, but such materials as magnets, special adhesive and fine rivets would have to be imported.

The Indian company plans to market its products domestically. It has received a letter of intent from the Indian Government to establish the operation.

To obtain additional information about this opportunity interested U.S. firms should **write:** Electrical Instruments Manufacturing Co. Ltd. (EIMC), National Highway No. 8, Near Railway Crossing, Naroda, Ahmedabad, India. WTD.

Madrid firm seeks license to make industrial items

A Madrid firm engaged in the manufacture, installation and maintenance of air-conditioning, heating, painting, ventilation and plumbing equipment seeks a licensing arrangement to produce equipment for the treatment or preparation and painting of all types of surfaces. The firm is particularly interested in industrial painting and treatment processes and equipment.

The company says it has already installed metals treatment and painting facilities for several Spanish automobile manufacturers. In addition to its production operation, the Madrid company imports and markets equipment in its field which is not obtainable in Spain.

The company claims Spain's industrial development offers a good potential market for this type of equipment. Payment to a U.S. licensor would be in the form of a mutually agreeable royalty.

To obtain further information interested U.S. firms should **write:** M. Corcho, Veneras 9, Madrid 13, Spain. Attn: Mr. Manuel Corcho Pila. WTD.

TOILET PREPARATIONS

A leading German toothpaste manufacturer seeks a licensing arrangement with a U.S. firm to produce dentifrices, hair tonic and skin lotion.

The German firm is said to control 33% of the toothpaste market. It has several subsidiaries in Austria and Germany and employs approximately 1,200 persons at its plant in Mainz.

Write: Blendax-Werke R. Schneider & Co., 65 Mainz, Obere Austrasse 4-6, Germany. WTD.

European producers make license offers

An Austrian manufacturer of parkas and a German water treatment appliance producer seek U.S. licensees to manufacture and distribute their products for the U.S. market.

For additional details concerning these products and the names and addresses of the manufacturers **write:** Office of International Investment, Bureau of International Commerce, 874, U.S. Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity described below.

Austrian parkas

A licensing arrangement is offered for the U.S. production of parkas by a firm considered to be the leading Austrian parka manufacturer. For the past three years the company has been the only authorized outfitter of the Austrian National Ski Team and Federal ski schools. It exports a substantial portion of its production to such countries as Switzerland, Sweden, Great Britain, Canada and the United States. The firm's owners recently visited the United States to study the market for their parkas. As a result, they believe there exists a good U.S. market for top quality high-grade parkas selling for $30 to $60 retail. They claim a U.S. licensee could profitably supply the market in this price range.

The license offered by the Austrian firm includes the usual technical know-how, the furnishing of English language advertising material as well as supplying fashion samples annually in sufficient quantity desired by the licensee for all its salesmen. This will save the U.S. licensee the expense of manufacturing costly samples. **File 1385-R.**

German appliance

A German manufacturer seeks a U.S. licensee to produce and distribute in the United States a water treatment appliance utilizing a chemical formula to protect water supply equipment and heating systems against calcium deposits and corrosion.

The appliance can be installed in front of boilers or at the source of cold water entering a building. It consists of a dosing unit, cover, diaphragm, dosing control and brackets. An additional unit is provided to assure consistent treating of the water in case of changing capacity of water flow.

The German firm claims its powdered chemical is manufactured from phosphates according to well established formulas. It stabilizes the mineral in the water which causes hardness, creates an anti-corrosion coating and eventually removes old scale deposits. The chemical can be graded to suit local water hardness.

According to the German firm, more and more architects, engineers and contractors are requesting water treatment appliances in order to protect valuable tubings, boilers, water heaters, heat exchangers, air-conditioners and cooling equipment from scale deposits or corrosion. **File 1465.**

Mexican firm seeks contact for connecting rods venture

A Mexican firm is interested in contacting an experienced U.S. manufacturer of high quality connecting rods for motor vehicles in order to negotiate a licensing arrangement or alternatively some form of joint venture agreement.

An immediate market of around a million connecting rods a year is available, according to the Mexican firm. This would complement Mexico's official automobile industry integration program by raising the Mexican-made content of automotive vehicles.

Write: Fundidora de Aceros Tepeyac, S.A., Km. 17.5 Carr. Mexico-Laredo, Sta. Clara, Edo. de Mexico, Mexico. WTD.

KNIT OUTERWEAR

Established in 1947, a New Zealand manufacturer of men's and women's quality knitwear seeks an arrangement with a U.S. firm interested in an investment in the New Zealand knitwear market.

The Auckland firm occupies a new plant and office building with 6,000 square feet. Machinery and equipment includes ten knitting machines purchased over the past three or four years. The firm plans to install a 5-gauge jacquard machine to increase its range of knitwear.

Write: Hirst Textiles (N.Z.) Ltd., P.O. Box 13-075, Onehunga, Auckland, S.E. 5, New Zealand. WTD.

Indian firm seeks license to produce machinery for cattle feed, flour milling

An Indian-Belgian joint venture company located in Bombay, currently manufacturing machinery and equipment for solvent extraction plants, oil refineries and cottonseed processing facilities, seeks a license to produce compound cattle feed milling machinery of 2, 5 and 10 metric-tons-capacity per day and flour milling machinery.

A U.S. licensor is asked for technical know-how, the use of patents and designs and the right to share in any benefits resulting from continuing research by the U.S. firm.

The Indian company claims that the equipment required for manufacturing cattle feed and flour milling machinery is already installed in its plant located at Thana, an industrial town near Bombay and production will be carried out utilizing available technicians. Necessary raw materials are available in India.

Although the Bombay firm has not made an estimate of the demand for its machinery, it believes the domestic market will consume its entire output. The Government of India proposes to fix the annual production of cattle feed and flour milling facilities, after reviewing the Bombay firm's machinery production for cattle feed mills for two years and flour mills for one year.

Based on efforts being made to increase agricultural production and the potential growth of dairy and other animal husbandry industries in India, it is reported that the demand for cattle feed mills and flour mills will increase.

To obtain additional information about this opportunity interested U.S. firms should **write:** De Smet (India) Private Ltd., Khanna Construction House, 44 Maulana Gaffar Rd., Worli, Bombay 18, India. WTD.

HOSPITAL STERILIZERS

A Parisian manufacturer of medical and surgical instruments seeks a license to produce newly developed types of hospital and laboratory sterilizers, excluding sterilizers that utilize steam.

The French firm has approximately 400 employees and a sales force of 10 men.

Write: Etablissements Flicoteaux, Boutet et Fleurot, 8 rue Saint-Jean Baptiste de la Salle, Paris 6eme, France. WTD.

U.K. firm seeks partner to make slide-way covers

A British manufacturer is interested in a joint venture arrangement with a U.S. company to manufacture its protective slide-way covers for machine tools in the United States. A survey of the U.S. machine tool industry conducted by the U.K. firm at the Chicago Machine Tool Fair in September 1965 showed little use of protective devices for the slide-ways of machine tools in this country. Conversation with U.S. machine tool executives, designers, and sales personnel indicated, however, that greater use would be made of these devices if they were more readily available and if the performance of available covers could be improved.

The firm says design sophistication such as the introduction of the hydrostatic lubrication of slides, the use of linear bearings, and application of numerical control make slide protection necessary for correct machine functioning and that its modern slide-way covers are technologically advanced to meet the standards required for these sophisticated machine tools.

Initially, manufacturing would be confined to one type of cover, a folded corrugated slide cover. All other devices would be stocked by the U.S. partner until sufficient skill had been gained to diversify production.

For additional details concerning this product and the name and address of the manufacturer **write:** Office of International Investment, Bureau of International Commerce, 874, U.S. Department of Commerce, Washington, D.C., 20230, referring to **File 1373-R.**

Kraft paper plant is proposed for Mexico

A large Mexican sugar refining firm proposes establishment of a kraft paper plant in its area in collaboration with an experienced U.S. kraft paper manufacturer.

Currently, the sugar mill utilizes as fuel only a small part of the sugar bagasse available in the area and is interested in setting up a kraft plant to use the excess. The Mexican firm claims the availability of nearby Chihuahua pine cellulose, plus the sugar bagasse provide an excellent raw material base for kraft paper production.

Established in 1917, the Mexican firm is located in the State of Sinaloa and has approximately 875 employees. It is undertaking a program to expand its facilities to produce 15,000 tons of sugar a day.

Write: Cia. Azucarera de Los Mochis, Balderas 36-3° piso, Mexico, D.F., Mexico. Attn: Lic. Aaron Saenz, Jr. WTD.

Quality glass bead venture proposed by Mexican firm

A Mexico City rosary manufacturer proposes a joint venture with an experienced U.S. company to produce high quality glass beads for rosaries.

A U.S. participant is asked to supply primarily technical assistance, plus a possible financial contribution of up to 49% of the total $250,000 estimated cost of the project.

According to the Mexican firm, there is a good domestic and export market for rosaries made with the finest glass beads. Currently, the company imports beads and is said to have established a large and growing business.

For additional information about this opportunity interested U.S. glass bead manufacturers should contact: Acme Lamusa, S.A., Av. Industria 236, Col. Moctezuma, Mexico 9, D.F., Mexico. Attn: Sr. Ramiro Gomex, President. WTD.

ELECTRONIC COMPONENTS

A license to manufacture small electronic and electro-mechanical equipment requiring high precision techniques is sought by a French producer of component parts for electro-mechanical apparatus and equipment.

The French company operates workshops equipped with modern machine tools for precision cutting, pressing, shaping and rectifying of metals and employs approximately 60 people. It manufactures its products to order for firms engaged in the production of time measuring and electronic equipment. The company is a subsidiary of a watch part manufacturer.

Write: Ste Andre Auge, 23 Rue de la Mouillere, 25 Besancon, France. WTD.

WOMEN'S AND CHILDREN'S SPORTSWEAR

A South-African manufacturer of children's and women's play clothes, underwear, swimwear and sleepwear, seeks licenses to manufacture ladies' swimwear and sportswear. The firm was established in 1948 and has 120 employees.

Write: Cygnet Manufacturing Co. (Pty) Ltd., P.O. Box 11399, Johannesburg, Republic of South Africa. WTD.

Saudi Arabian firm seeks license to produce paint

A Saudi Arabian trading firm engaged in the importing and distribution of trucks, building materials, medical supplies, and the mining and processing of gypsum seeks a license or similar arrangement to produce paint.

The Riyadh company requests technical assistance and necessary chemical raw materials from a U.S. licensor. The firm is not committed to any particular manufacturing process or type of paint. It plans an initial production of approximately 500 gallons of paint per day, based on an 8-hour shift.

Founded in 1952, the Riyadh firm has grown steadily, adding new lines and expanding its wholesale and retail business. It represents a number of U.S. firms and maintains branches in Jidda, Mecca, Beirut, Geneva and London.

To obtain additional information concerning this opportunity interested U.S. paint manufacturers should **write:** Alnasr Trading & Industrial Corp., P.O. Box 6, Riyadh, Saudi Arabia. Attn: Mr. Adil M. Khashoggi. WTD.

CONSTRUCTION EQUIPMENT

A Belgian producer of boilers, pressure vessels and process towers seeks a manufacturing agreement with a U.S. firm interested in entering the Common Market countries.

The Belgian company wants to expand and diversify its production and wishes to assemble and manufacture such road construction equipment as bulldozers, cranes and excavators, and pumps and ventilators.

The firm would consider any type of arrangement proposed by a U.S. company.

Write: S.A. G. Bailly-Mathot, 52 Rue Servais Malaise, Bois-de-Breux, Belgium. Attn: Mr. P. Ingebos, Managing Director. WTD.

DETERGENTS

A Belgian manufacturer of detergents for laundries and sulfonated fats and oils used in the textile and tanning industries seeks a license or similar arrangement to produce detergents for laundries and minerals or organic fertilizers for the textile, cardboard, or industrial laundry industries. The firm's monthly production capacity is 180 tons.

The company would also consider any type of proposal calling for part ownership by the U.S. firm.

Write: Manufacture Electra S.A., 109 Rue Leon Theodor, Jette-Brussels, Belgium. WTD.

World Trade Opportunities

Pakistan company issues invitation to bid on equipment for paper-packaging plant

Begum S. M. Raza, Pakistan Paper Industries, c/o Mr. Kausar Hussain Zaidi, Pioneer Consolidated Co. (Pakistan) Ltd., McLeod Rd., Karachi, is issuing an invitation for equipment for a plant with a capacity of 36,000 reels of single-face corrugated paper sheets, each of 196' x 51½', and 38.8 million sq. ft. of double-face corrugated paper sheets in the shape of paper boxes. The bid deadline has not been specified. U.S. suppliers who are interested in being considered are requested to submit their bids to M. Fazle Hussain, the Chief Officer, IDBP, Kandawalla Bldg., Garden/M.A. Jinnah Roads, Karachi.

A detailed list of the machinery required is available on a short-term loan basis to firms domiciled in the U.S. from the GIEC Division, BDSA-588, U.S. Department of Commerce, Washington, D.C., 20230, (Telephone: 202-WO 7-5589).

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NATO in Italy invites bids on hard copy or photographic line printer with cable connectors

An invitation to bid for a high-speed, hard copy or photographic line printer, complete with cable connectors to be operated on line to an Elliot 503 digital computer, has been invited by the Director, NATO Saclant ASW Research Centre at La Spezia, Italy. Quotations that are over $25,000 will not be considered. U.S. firms which are certified eligible to participate in NATO International Competitive Bidding (ICB) are invited to submit their bids to this agency (address: Viale San Bartolomeo 92, La Spezia, Italy) not later than Dec. 19, 3 p.m.

A copy of the Request for Quotation (No. AC/4243/BR), and specifications, are available on five-day loan from the U.S. Department of Commerce's Trade Opportunities Staff, BDSA-624, Washington, D.C. 20230. U.S. firms not already certified should write or call the Staff (Telephone: 202-WO 7-4674) for information.

Quarterly summary of future construction projects ready

A Quarterly Summary of Future Construction Projects, contract award stories, significant foreign government tenders and United Nations Development Fund projects published in INTERNATIONAL COMMERCE during July, August and September, 1966, is available to U.S. firms from the U.S. Department of Commerce, BDSA-624, Trade Opportunities Staff, Washington, D.C., 20230. A pre-addressed mailing label should be included with the request to facilitate processing and mailing.

The Summary, which may also be reviewed at any of the 42 Department of Commerce Field Offices, alphabetically lists project summaries by country in five distinct classes. These are the following: airports, seaports, railroad and highway projects; hydro and thermal electric plants and irrigation projects; hospitals, hotels and housing projects; industrial plant projects; and comprehensive development projects and United Nations Development Fund. Whenever possible, names of contact and responsible agencies are cited, as well as original publication dates.

A limited number of copies of earlier Quarterly Summaries are also available for the fourth quarter of 1965 and the first and second quarters of 1966. Requests for these will be filled on a first-come basis.

Saudi Arabia seeks electrical equipment, supplies, poles

A Saudi Arabian firm wishes to buy wooden poles and electrical equipment such as underground cables, meters, junction boxes, lightning arrestors, switches and transformers. A copy of the items requested listing quantities and sizes is available from the Trade Opportunities Staff, BDSA-624, Room 4203, U.S. Department of Commerce, Washington, D.C. 20230.

Write: Badawi H. Salem, P.O. Box 1476, Jidda, Saudi Arabia. WTD 9/15/66 is listed under Arabian Establishment for Trade, Shipping and Air Navigation.

Brazil firm to purchase barges, diesel-powered towboats and loading, unloading equipment

The Monte Saltworks located in northeast Brazil, wishes to purchase barges, diesel-powered towboats and loading and unloading equipment adaptable for bulk salt handling.

This opportunity comes after a study of EMEFE, a planning, engineering, managing entity for Monte, determined that towed barges (4,000-10,000 d.w.m.t. capacity, 6.6' draft) with their own loading and unloading system would best serve to lower transportation costs.

The present production of the Monte firm is 20,000 metric tons. EMEFE believes lower transportation costs would allow production increases to 100,000 m.t. per annum. BNDE, the Brazilian Development Bank, estimates that salt production in northeast Brazil will reach 1,629,000 m.t. by 1970, thus offering a sizable potential market for a U.S. company with experience in this area.

Firms that are interested should contact Mr. Miguel Monte at EMEFE—Administracao Engenharia e Comercio S.A., Avenida Beira Mar 406, 2° andar, grupo 203, Rio de Janeiro ZC-39, Estado da Guanabara, for further details.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 247-0311.

ANCHORAGE, ALASKA, 99501, 306 Lawson-Sage Building. Area Code 907 Tel. 272-6371.

ATLANTA, GA., 30303, 4th Floor, Home Savings Building, 75 Forsyth St., N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. Plaza 2-8460.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 South 20th St. Area Code 205 Tel. 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. CA 3-2312

BUFFALO, N.Y., 14203, 504 Federal Building, 117 Elliott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S. C., 29403, Federal Building—Suite 631, 334 Meeting St. Area Code 803 Tel. 747-4171.

CHARLESTON, W. VA., 25301, 3002 New Federal Office Building, 500 Quarrier St. Area Code 304 Tel. 343-6196.

CHEYENNE, WYO., 82001, 6022 Federal Building, 2120 Capitol Ave. Area Code 307 Tel. 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Building, 219 South Dearborn St. Area Code 312 Tel. 353-4400.

CINCINNATI, OHIO, 45202, 9028 Federal Office Building, 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44101, 4th Floor, Federal Reserve Bank Building, East 6th St. and Superior Ave. Area Code 216 Tel. 241-7900.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. Riverside 9-3287.

DENVER, COLO., 80202, 16407 Federal Building, 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 1216 Paramount Building, 509 Grand Ave. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Building. Area Code 313 Tel. 226-6088.

GREENSBORO, N. C., 27402, 412 U.S. Post Office Building. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06103, 18 Asylum St. Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 202 International Savings Building, 1022 Bethel St. Tel. 588-977.

HOUSTON, TEX., 77002, 5102 Federal Building, 515 Rusk Ave. Area Code 713 Tel. 228-0611.

JACKSONVILLE, FLA., 32202, 512 Greenleaf Building, 208 Laura St. Area Code 904 Tel. 354-7111.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Area Code 816 Tel. FR 4-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Building, 1031 South Broadway. Area Code 213 Tel. 688-3833.

MEMPHIS, TENN., 38103, 345 Federal Office Building, 167 North Main St. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, 920 Federal Office Building, 51 S.W. First Ave. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53202, Straus Building, 238 West Wisconsin Ave. Area Code 414 Tel. BR 2-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Building, 110 South Fourth St. Area Code 612 Tel. 334-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Building, South, 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N. Y., 10001, 61st Floor, Empire State Building, 350 Fifth Ave. Area Code 212 Tel. Longacre 3-3277.

PHILADELPHIA, PA., 19107, Jefferson Building, 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 3413 New Federal Building, 230 North First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Building, 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 2028 Federal Building, 300 South St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Building, 400 North 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Building, 1520 Market St. Area Code 314 Tel. MA 2-4243.

SALT LAKE CITY, UTAH, 84111, 2235 Federal Building, 125 South State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Building, Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.

SANTURCE, P. R., 00907, Room 638, 605 Condado Ave. Phone: 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Building, 125-29 Bull St. Area Code 912 Tel. 232-4321.

SEATTLE, WASH., 98104, 809 Federal Office Building, 909 First Ave. Area Code 206 Tel. 583-5615.

World Trade Opportunities Continued to page 67

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $2.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any resultant trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- ● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.
- ★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.
- WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-916, U.S. Department of Commerce, Rm. 6059B. Telephone: 202-WO 7-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

019 Commercial farms

NETHERLANDS—Vegetable and flower seeds, all kinds. D. van der Ploeg's Elite Zaden N.V. (importer, wholesaler, exporter, grower), P.O. Box 19, Barendrecht. WTD 10/17/66.

195 Small arms

UGANDA—Shotguns, sporting rifles. G. R. Hansraj (Mbale) Limited (importer, retailer), P.O. Box 71, Mbale. WTD 11/14/66.

196 Small arms ammunition

UGANDA—Ammunition for shotguns, sporting rifles. G. R. Hansraj (Mbale) Ltd. (importer, retailer), P.O. Box 71, Mbale. WTD 11/14/66.

201 Meat products

LEBANON—Canned meats. Ets. Georges Abou Adal & Cie (importer, wholesaler, commission merchant), S.A.L., P.O. Box 1332, Beirut. WTD 7/18/66.

SWEDEN—Canned meats. Direct purchase and agency. Gunnar Soron (agency), Packhusplatsen 2, Goteborg. WTD 11/10/66.

203 Canning, preserving foods

LEBANON—Canned fruits, frozen prepared foods. Ets Georges Abou Adal & Cie (importer, wholesaler, commission merchant), S.A.L., P.O. Box 1332, Beirut. WTD 7/18/66.

SWEDEN—Canned sea foods, fruits, vegetables. Direct purchase and agency. Gunnar Soron (agency), Packhusplatsen 2, Goteborg. WTD 11/10/66.

204 Grain mill products

DOMINICAN REPUBLIC—Prepared feed for animals and fowls; feed concentrates. Bienvenido Monzon (importer, wholesaler), Km. 7 1/4 Carretera Duarte, Santo Domingo. WTD 11/10/66.

TRINIDAD, W.I.—Soybean meal for use by poultry feed and livestock feed manufacturers. Direct purchase and agency. Agostini Bros. Ltd. (importers, wholesalers, commission agents), Corner Queen & Chacon Sts., Port of Spain. WTD 9/2/65.

208 Beverage industries

LEBANON—Flavoring extracts. Ets Georges Abou Adal & Cie (importer, wholesaler, commission merchant), S.A.L., P.O. Box 1332, Beirut. WTD 7/18/66.

221 Broad woven fabric mills, cotton

AUSTRIA—Cotton fabrics, poplin, gabardine, for manufacture of leisure wear. "EXI" Modellbekleidungs A.G. (manufacturer, exporter, importer, wholesaler), Praterstrasse 38, A-1020 Vienna. WTD 5/20/65.

IVORY COAST—Towels of first and second quality sold by weight. Requests replies in French. Societe Hassan Freres (importer, retailer), B.P. 755, Abidjan. WTD 5/16/66.

222 Broad woven fabric mills, manmade fiber, silk

ENGLAND—Piece goods of synthetic and natural fibers; also pile fabrics. Direct purchase and agency. B. E. Beechan (Distributors) Ltd. (sales agent), 117-123 Great Portland St., London, W.1. WTD 10/20/66.

IVORY COAST—Textile (twill, cotton, poplin, dracons) sold by weight. Societe Hassan Freres (importer, retailer), B.P. 755, Abidjan. WTD 5/16/66.

223 Broad woven fabric mills, wool

AUSTRALIA—Wool fabrics and manmade fibers mixture fabrics suitable for men's, youths' outer garments. Direct purchase and agency. Peter Jackson Holdings Pty. Ltd. (manufacturer, importer, retailer), 237 Little Bourke St., Melbourne, Victoria. WTD 10/28/66.

ENGLAND—Piece goods of wool. Direct purchase and agency. B. E. Beecham (Distributors) Ltd. (sales agents), 117-123 Great Portland St., London, W.1. WTD 10/20/66.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complemenary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

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229 Textile goods

IVORY COAST—Expanded vinyl sold by yard or by weight. Societe Hassan Freres, B.P. 755, Abidjan. WTD 5/16/66.

231 Men's, youths', boys' suits, coats, overcoats

AUSTRALIA—Men's and youths' suits, coats, overcoats. Direct purchase and agency. Peter Jackson Holdings Pty. Ltd. (manufacturer, importer, retailer), 237 Little Bourke St., Melbourne, Victoria. WTD 10/28/66.

232 Men's, youths', boys' furnishings, work clothing

IVORY COAST—All varieties of men's shirts including sport shirts of solid colors and designs, including madras cloth; also interested in seconds or rejects. Requests replies in French. Societe Hassan Freres (importer), B.P. 755, Abidjan. WTD 5/16/66.

NETHERLANDS—Gloves, protective clothing for farmers, gardeners. Direct purchase and agency. Wolseley Continental N.V. (importer, wholesaler), 21 van Hoornbeekstraat, The Hague. WTD in preparation.

233 Women's, misses', juniors' outerwear

AUSTRIA—Coats, suits, dresses, blouses for ladies. Direct purchase and agency. Modellhaus Zeman (manufacturer, wholesaler, retailer), Blindengasse 38, A-1080 Vienna. WTD 7/9/65.

238 Apparel, accessories

AUSTRALIA—Men's accessories, apparel such as men's dress gloves, dressing gowns, robes, belts, handkerchiefs. Direct purchase and agency. Peter Jackson Holdings Pty. Ltd. (manufacturer, importer, retailer), 237 Little Bourke St., Melbourne, Victoria. WTD 10/28/66.

243 Millwork, veneer, plywood, prefabricated structural wood products

HONG KONG—Prefabricated buildings, wood, used as barracks, civilian quarters, warehouses, etc. Hotung International, Ltd. (importer, exporter, wholesaler), 10 Stanley St., Hong Kong. Cable: HOTUNG. WTD 8/17/66.

254 Partitions, shelving, lockers, office, store fixtures

AUSTRALIA—Aluminum shelving, lockers, store fixtures. Direct purchase and agency. Silverwood & Beck Holdings Ltd. (manufacturer, importer, retailer, wholesaler, exporter), 35-53 Emma St., Collingwood, Victoria. WTD 10/28/66.

262 Paper mills, products

ECUADOR—All types of paper products. Catalogs, samples requested. Direct purchase and agency. Gerhard H. Haack (attention Alexander Rigel) (agent), Garcia Moreno 1224, Oficina 39, P.O. Box 3174, Quito. WTD 4/22/66.

264 Converted paper, paperboard products

● **IRAQ**—59 items including equivalent of about 2.1 million reams of business and technical papers; 62,000 record books; six million envelopes; two million file folders; and a wide variety of miscellaneous office supplies. Tender No. 60/66, bid deadline Feb. 5, 1967. Terms and specifications available from issuing authority free of charge. Central Foreign Purchasing Board, Ministry of Finance, Republic of Iraq, Baghdad.★ (Telephone: 202-WO 7-3003).

281 Industrial chemicals

BURMA—Ammonium chloride NH_4Cl in powder form, 30 long tons in 56 lb. bags. Chemical analysis as follows: H_2O less than 0.40%, NH_4Cl more than 99.3%, Fe less than 0.01%, Pb less than 0.01%, SO_4 less than 0.01%. Pack in moisture proof polyethylene bags inner and outer jute bags. Chromic acid, technical grade 99.5% purity, 60 lb. in 2 lb. bottles. Sulfur in powder form, 1000 pounds in strong double jute bags. Tender No. Q/4/SM-crd/9/2, bid deadline Dec. 15. General Manager, Steel Mill Ywama Insein.★ (Telephone: 202-WO 7-3465).

● **IRAQ**—Ammonia liquid refrigerant, 600 lb., chlorine gas, 25,000 lb., ammonium sulfate, 10,000 lb., freon 12 refrigerant, 4,000 lb., calcium hypochlorite, 30 tons, aluminum sulfate, 10,000 lb. Tender No. 43-965, bid deadline Dec. 31, Directorate of Contracts & Purchases, Ministry of Defense, Baghdad. Terms and specifications may be obtained from the Embassy of Iraq, Military Attache, Washington, D.C.

NETHERLANDS—Solvents: methylene chlorid, pentaerythritol, specialties for paint, lacquer and plastics industries. Direct purchase and agency. Fasting & Co., N.V. (import, wholesale, export), 2A Oranjestraat, The Hague. WTD 8/24/66.

NEW ZEALAND—Sodium salt, 22 DPA, 26,000 lb. for prompt shipment Atlantic or Gulf ports; 24 dichloropagnoxy butyric, minimum 97%. Require two tons immediately. Methyl alcohol or methanol, to equivalent BSS 506(1958) specification with proviso chloride content not greater than 5 parts per million (as CL), sulfur content maximum 0.001%, iron carbyl content maximum 0.06 milligrams iron (Fe per 1000 milliliters methanol). Initial 500 to 700 tons desired from Gulf ports. Imperial Chemical Industries (N.Z.) Ltd. (importers), I.C.I. House, Molesworth St., Wellington; attention: Mr. Harris. WTD 10/28/65.

SWEDEN—Resins, chemicals, materials for plastics, rubber, paint and adhesives industries; chemicals, intermediates, pigments, dyestuffs for food, cosmetics industries; chemicals, materials and equipment for purification and filtration of water and gases in industries. Esanco Import AB (importer, wholesaler, sales agent), Artillerigatan 16, Stockholm. WTD 11/8/66.

282 Synthetic materials

GERMANY—Plastics film, sheets, sheeting, other plastics materials. Max Richter KG (manufacturer), 6101 Nieder-Ramstadt, Muehltalstrasse 37. WTD 11/7/66.

283 Drugs

PAKISTAN—Pharmaceuticals to be manufactured on mutually agreed basis. Punjab Drug House Laboratories (distributor, manufacturer), 42 Nicholson Rd., Lahore 5, West Pakistan. WTD 10/6/65.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

LEBANON—Household insecticides. Ets. Georges Abou Adal & Cie. (importer, wholesaler, commission merchant), S.A.L., P.O. Box 1332, Beirut. WTD 7/18/66.

PAKISTAN—Cosmetic preparations to be manufactured on mutually agreed basis. Punjab Drug House Laboratories (distributor, manufacturer), 42 Nicholson Rd., Lahore 5, West Pakistan. WTD 10/6/65.

SPAIN—Nail polishes, lipstick bars, face powders, other cosmetic products. Eugenio Sagrado Rabago (importer, wholesaler), Galileo N°. 13, Madrid (15). WTD 11/10/66.

SWEDEN—Perfumes, toilet preparations, particularly specialties, new products. Direct purchase and agency. AB Averco (agent, wholesaler, retailer), Skeppsbron 5, Malmo 1. WTD 11/14/66.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

285 Paints, varnishes, lacquers, enamels

● **IRAN**—Marine paints, bid deadline Jan. 10, 1967. General conditions and specifications may be obtained from Ports & Navigation Organization, 64 Sepah Ave., Tehran, against payment of U.S. $7.

287 Agricultural chemicals

NETHERLANDS—Solvents: agricultural chemicals. Direct purchase and agency. Fasting & Co. N.V. (importer, wholesaler, exporter), 2A Oranjestraat, The Hague. WTD 8/24/66.

289 Chemical products

● **IRAQ**—Miscellaneous inks, allied products and equipment. Tender No. MISC/13/95. For copies contact Armed Forces Attache, Embassy of Republic of Iraq, 3510 Garfield St., NW., Washington, D. C.

291 Petroleum refining

NETHERLANDS—Parrafin wax, microcrystalline wax, petroleum jelly. Direct purchase and agency. Fasting & Co., N.V. (importer, wholesaler, exporter), 2A Oranjestraat, The Hague. WTD 8/24/66.

311 Leather tanning, finishing

AUSTRIA—Fine garment leather, first quality, fast dyed. Albion Lederbekleidungsfabrik Josef Klena (manufacturer, exporter, retailer), Loewengasse 47, A-1030 Vienna. WTD 1/10/66.

322 Glass, glassware

DOMINICAN REPUBLIC—Table and kitchen glassware, giftware. Direct purchase and agency. Requests replies in Spanish. Ferreteria Olivier, C. por A. (importer, wholesaler), P.O. Box 1289, Ave. San Martin No. 100-A, Santo Domingo. WTD 8/11/66.

331 Steel mill products

● **BURMA**—Pipe and fittings, seamless. Size range 2″ to 20″ O.D., 44,067′ required. Tender No. 12(T)CONST(CAP)/SR/POI(66-67), bid deadline Dec. 15. Procurement Manager, People's Oil Industry, Merchant St., Rangoon.★ (Telephone: 202-WO 7-2363).

● Pipe and fittings: Includes 108,000′ of ½″ to 4″ dia. pipe. Tender No. 339(T)/CONST-BR/66-67, bid deadline Dec. 21. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-2363).

● Galv. pipe and fittings: Includes 11,000′ of ½″ to 8″ dia. pipe. Tender No. Q/2/SM-CONSTR/2/2, bid deadline Dec. 15. General Manager, Steel Mill, Ywana, Insein.★ (Telephone: 202-WO 7-2363).

● **CEYLON**—Mild steel plates, 3,150 pcs., size 8′ x 48″ x 1/16″ to ¾″. Tender for M.S. plates, bid deadline Feb. 7, 1967. Dept. of Government Stores, P.O. Box 418, Colombo. Copy of tender documents may be examined in Rm. 4224, Iron & Steel Division, BDSA, U.S. Department of Commerce, Washington, D.C.

● **IRAQ**—Sheets: 1,569 long tons 62¾″ x 24 ga. and 533 long tons 22″ x 24 ga. Tender No. 33/66, bid deadline Dec. 13. Terms and specifications may be obtained from Directorate General, Government Oil Refineries Administration, Baghdad, against payment of $2.80 per set. Tenderer is required to submit a bank guarantee of $9,800.

342 Cutlery, hand tools, general hardware

● **BURMA**—Supply of G. I. bends with sockets of various sizes and types. Tender No. 342/(T)/CONST-BR/66-67, bid deadline Dec. 28. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-5589).

● Supply of sockets of various sizes and types. Tender No. 341(T)/CONST-BR/66-67, bid deadline Dec. 28. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-5589).

DOMINICAN REPUBLIC—Household and general hardware, locks. Direct purchase and agency. Requests replies in Spanish. Ferreteria Olivier, C. por. A. (importer, wholesaler), P.O. Box 1289, Ave. San Martin No. 100-A, Santo Domingo. WTD 8/11/66.

NETHERLANDS—Plastic and aluminium grass borders, new inexpensive products for farmers, special type lawn sprinklers. Direct purchase and agency. Wolseley Continental N.V. (importer, wholesaler), 21 van Hoornbeekstraat, The Hague. WTD in preparation.

343 Heating apparatus, plumbing fixtures

PAKISTAN—Natural gas-fired steam generating boilers. Crescent Sugar Mills & Distillery (manufacturer), Sheikhupura Rd., P.O. Box 11, Lyallpur, West Pakistan. WTD in preparation.

344 Fabricated structural metal products

AUSTRALIA—Aluminum windows and door frames, aluminum curtain walls. Direct purchase and agency. Silverwood & Beck Holdings Ltd. (manufacturer, importer, retailer, wholesaler, exporter), 35-53 Emma St., Collingwood, Victoria. WTD 10/28/66.

345 Screw machine products

SWEDEN—Bolts, screws, nuts to AN specifications. Duells Aero (wholesaler), Friggagatan 10, Goteborg C. WTD 11/17/66.

349 Fabricated metal products

● **IRAQ**—Various quantities of hack saw blades, wrenches, brass gate valves, sockets, and washers. Tender No. Works/43-965, bid deadline Dec. 31. Directorate of Contracts & Purchases, Ministry of Defense, Baghdad.★ (Telephone: 202-WO 7-5589).

351 Engines, turbines

BRAZIL—Diesel engines for towboats. Emefe-Administracao Engenharia e Comercio S.A. (processor, exporter), Avenida Beira Mar 406, 2° andar, grupo 203, Rio de Janeiro, ZC-39, Estado da Guanabara. WTD 11/7/66.

PAKISTAN—Generator; steam power plant. Generating capacity five megawatts, 11 kw volts, three-phase, 50 cycles, AC. Crescent Sugar Mills & Distillery Ltd. (manufacturer), Sheikhupura Rd., P.O. Box 11, Lyallpur, West Pakistan. WTD in preparation.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

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352 Farm machinery

ENGLAND—Grain handling and forage handling machinery; animal husbandry equipment. Direct purchase and agency. Colman International (manufacturers, exporters), Colman House, East St., Sudbury, Suffolk. WTD 10/7/66.

NETHERLANDS—Power-driven lawn mowers, riding lawn mowers with light agricultural attachments, small fertilizer spreader less than 10 lb. capacity, electric hedge trimmers, sprayers for gardens and orchards, portable brush and small tree cutters, portable earth augers and drills, electric cattle prodders, earth and lawn aerators, machines and tags for marking cattle, automatic pump controls and installations for watering cattle in the field, power take-off pumps for tractors. Direct purchase and agency. Wolseley Continental N.V. (importer, wholesaler), 21 van Hoornbeekstraat, The Hague. WTD in preparation.

SWEDEN—Hay stackers, presses; harvesters; crushers; seed dryers; other agricultural implements particularly new type products. Cani Trading Co. AB (wholesaler), Lilla Strandgatan 21, Landskrona. WTD 11/16/66.

353 Construction, mining, materials handling machinery, equipment

BRAZIL—Loading and unloading equipment adaptable to barges for bulk salt and raw materials transportation. Emefe- Administracao Engenharia e Comercio S.A. (processor, exporter), Avenida Beira Mar 406, 2° andar, grupo 203, Rio de Janeiro ZC-39, Estado da Guanabara. WTD 11/7/66.

● **CEYLON**—One service truck; one hydraulic press, 100 ton capacity; one motor grader; two tip trucks; one front end loader; four hydraulic loaders for cane harvesting. Bid deadline Dec. 17. The Chairman, Sri Lanka Sugar Corp., P.O. Box 1486, Colombo 6.★ (Telephone: 202-WO 7-5566).

● **SPAIN**—Ten automatic mineral handling shovels; 14 automatic bulk handling shovels. To be used by Port of Huelva in SW Spain. Bidding firms must make a refundable deposit of the peseta equivalent to $1,533 to bid. Project financed by World Bank loan. Specifications and correspondence preferred in Spanish. Bid deadline Jan. 13. Direccion General de Puertos y Senales Maritimas, Ministerio de Obras Publicas, Madrid.

● **SUDAN**—Supply of one three-ton capacity, overhead traveling crane. Tender No. 3628, bid deadline Jan. 3. Sudan Govt. Purchasing Agent, 3-5 Cleveland Row, St. Jame's, London, S.W.1.★ (Telephone: 202-WO 7-5589).

● **TAIWAN**—Two mobile type diesel-electric four-wheeled, two-wheel drive, self-propelled cranes. Tender No. GF2B-22985, bid deadline Dec. 22. Central Trust of China, Purchasing Dept., 49 Wuchang St., Sec. 1, Taipei.★ (Telephone: 202-WO 7-5566).

THAILAND—Electric fork lift, capacity 2,000-4,000 lb., 220-volt, 50-cycle. C.i.f. Bangkok quotations, catalog requested. Viravan Co. Ltd. (importer), 2207 Ban Mai, New Rd., Bangkok. WTD in preparation.

354 Metalworking machinery

FRANCE—Accessories for rectifying machines. Etude et Realisation d'Omnis Precision -E.R.O.P. (dealer, manufacturer), 71-73, Rue de Colombes, 92 Courbevoie. WTD 7/8/66.

● **INDIA**—One portable balancing machine. Tender No. 404/11/063/7-10-66. Bid deadline Dec. 20. Director General of Supplies & Disposals. National Insurance Bldg., Parliament St., New Delhi. Copies of tender documents are available from the Director General of Supplies & Disposals for $.75 per copy.

SAUDI ARABIA—Aluminum cutting, shaping, and welding machines. Alnasr Trading & Industrial Corp., P.O. Box 6, Riyadh. WTD 7/14/66.

355 Special industry machinery

GERMANY—Plastics-working machinery and equipment. Max Richter KG (manufacturer), 6101 Nieder-Ramstadt, Muehltalstrasse 37. WTD 11/7/66.

PAKISTAN—Plant of 300 to 500 metric tons per day for converting city refuse, garbage into compost by aerobic decomposition. Requests price quotations, literature. Chairman, Karachi Municipal Corp. (government agency), Bunder Rd., Karachi (Attention: Mr. P. A. Butt).

SAUDI ARABIA—Small-scale simple machinery to manufacture concrete blocks, bricks, terrazzo tile, marble sheet and tile. Adil M. Khashoggi, Alnasr Trading & Industrial Corp., P.O. Box 6, Riyadh. WTD 7/14/66.

SOUTH AFRICA—Machines to produce plastic straws. Comopharm (Pty.) Ltd. (manufacturer, importer), P.O. Box 7100, Johannesburg. WTD 11/15/66.

SWEDEN—Wet and dryer felts and wires for paper machines. Direct purchase and agency. AB Caral (importer, sales agent), Klubbvagen 5, Danderyd 1. WTD 11/9/66.

THAILAND—Fully equipped plant capable of producing 40 tons of sweetened condensed milk daily. C.i.f. prices, brochures, other pertinent details requested. Thai Milk Products Co. Ltd. (importer, manufacturer), 103-107 Trai Mitr Rd., Bangkok. WTD 9/6/66.

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Ask the Department of Commerce Field Office.

356 General industrial machinery

● **BURMA**—One submersible pumping unit with a capacity of 4,500-5,000 imperial gallons per hour and a total head of 330'. Tender No. 3(T)/MCY(CAP)/SR/POI(66-67), bid deadline Dec. 22. Procurement Manager, People's Oil Industry, P.O. Box 1049, 604 Merchant St., Rangoon.★ (Telephone: 202-WO 7-5589).

ENGLAND—Ball cages for 1500 series ball bearings, particularly 1520 and 1522. L. B. McDonald Ltd. (manufacturer), Anne Rd., Birmingham 21. WTD 11/10/66.

SWEDEN—Equipment and pumps for paper, pulp industry, and heavy chemical industry. Direct purchase and agency. Fapico Maskin AB (importer, sales agent), Vegagatan 8, Stockholm. WTD 11/10/66.

SWEDEN—Pumps for various kinds of acid; screw pumps for viscous fluids or compounds; small centrifugal pumps; small submersive pumps with flanged electric motor one-phase, 220-volt 50 HZ for water, cooling water, condensed, ice-making machinery, aquariums, fountains, etc. Direct purchase and agency. AB Record-Materiel (importer, retailer, exporter, manufacturer, wholesaler, sales agent), Landagatan 1, Solna. WTD 11/7/66.

357 Office, computing, accounting machines

● **MALAYSIA**—Supply of 23 receipting/analysis machines capable of printing on license or receipt forms such particulars as amount and date of fees, number of license and receipt. Bid deadline Jan. 1, 1967. Tender terms and specifications available from Commissioner for Road Transport, Government Offices, Jalan Sultan, Petaling, Jaya, Kuala Lumpur, Malaysia.

358 Service industry machines

IVORY COAST—Air conditioners. Requests replies in French. Societe Hassan Freres (importer, retailer), B.P. 755, Abidjan. WTD 5/16/66.

NETHERLANDS—Milk-cooling equipment for farms, with tank capacity under 100 gallons. Direct purchase and agency. Wolseley Continental N.V. (importer, wholesaler), 21 van Hoornbeekstraat, The Hague. WTD in preparation.

361 Electric transmission, distribution equipment

PAKISTAN—Switchboard panel with instrument for power; transformers for five megawatts, three-phase, 50 cycles, a.c. Crescent Sugar Mills & Distillery Ltd. (manufacturer), Sheikhupura Rd., P.O. Box 11, Lyallpur, West Pakistan. WTD in preparation.

362 Electrical industrial apparatus

● **INDIA**—One plasma arc cutting machine suitable for cutting stainless, nickel and inconel in thicknesses up to two inches and suitable for operating on 440-volt, three-phase, 50-cycle a.c. power supply. Tender No. AEE/P/TEIH/112, bid deadline Dec. 27. Head Purchase & Stores Division, Atomic Energy Establishment Trombay, 3rd Floor, Palton Rd., Bombay 1.★ (Telephone: 202-WO 7-5652).

363 Household appliances

● **BURMA**—Supply of 117 sunk-type railway car ceiling fans; 156, 15-amp and 78, 30-amp bakelite fuse carriers and holders. Tender No. 24/(T)/TTS-BR/(TL/5)/66-67, bid deadline Dec. 21. The Chairman, Union of Burma Railway Board, Bokyoke Aungsan St., Rangoon.★ (Telephone: 202-967-5345).

DOMINICAN REPUBLIC—Electric housewares and fans. Direct purchase and agency. Requests replies in Spanish. Ferreteria Olivier, C. por A. (importer, wholesaler), P.O. Box 1289, Ave. San Martin No. 100-A, Santo Domingo. WTD 8/11/66.

GERMANY—Electric cooking stoves, ranges, saucer-shaped range buttons, dishwashers, broilers and air-conditioners for built-in kitchens. Requests price quotations. Direct purchase and agency. Osta-Werke Kuchenmobelfabrik GmbH (manufacturer), 23 Karntener Str., 1 Berlin 62. WTD 11/7/66.

NETHERLANDS—Deep freezers for home, farm use. Direct purchase and agency. Wolseley Continental N.V. (importer, wholesaler), 21 van Hoornbeekstraat, The Hague. WTD in preparation.

364 Electric lighting, wiring equipment

● **BURMA**—Supply of 250 tri-color hand signal lamps, 60 hurricane lamps, 30 two-pint blow lamps and various amounts of miscellaneous accessories. Tender No. 1(T)/HH-BR/66-67, bid deadline Dec. 14. The Chairman, Union of Burma Railway Board, Bogyoke Aung San Street, Rangoon.★ (Telephone: 202-967-5345).

● Supply of 20,000 dozen two-cell and 30,000 dozen three-cell flashlights, for use with No. UM-1 cells. Flashing and fixed on-off switch. Extra bulb, no batteries to be supplied. Tender No. MEIC/14/T-9/66-67, bid deadline Dec. 16. Divisional Manager, Import Division, Myanma Export Import Corp., No. 577, Merchant St., Rangoon.★ (Telephone: 202-967-5345).

366 Communication equipment

● **SYRIA**—Supply of automatic teletypewriter equipment for domestic and international teletypewriter exchange service. Tender No. 775-A, bid deadline Jan. 21. Post, Telephone & Telegraph Institution, Directorate of Supplies, Contract Dept., Damascus.★ (Telephone: 202-WO 7-4823).

371 Motor vehicles, motor vehicle equipment

GERMANY—Truck trailers and semi trailers. Requests price quotations c.i.f. European ports. Direct purchase and agency. Franz Tapper (manufacturer, exporter), 85 Kaiserswerther Strasse, Postfach 111, 4030 Ratingen/Duesseldorf. WTD 11/9/66.

HONDURAS—Buses and trucks equipped with diesel engines with capacities between 20 and 50 seats. Requests replies in Spanish. Federacion Nacional Cooperatives Transporte Limitada (Fenacotral) Sr. Ruben Solano Diaz, Gerente Edificio Banco de Honduras No. 209, San Pedro Sula. WTD 11/9/66.

372 Aircraft, parts

SWEDEN—All kinds of spare parts for DC 7 B. Transair Sweden AB (charter operation), Fack, Malmo 16. WTD 9/21/66.

373 Shipbuilding, repairing

BRAZIL—Barges and diesel-powered towboats for bulk materials transportation. Emefe—Administracao Engenharia e Comercio S.A. (processor, exporter), Avenida Beira Mar 406, 2° andar, grupo 203, Rio de Janeiro ZC-39, Estado da Guanabara. WTD 11/7/66.

381 Engineering, laboratory, scientific research instruments

AUSTRALIA—Instruments for laboratory work and scientific research, chemical laboratory apparatus including testing and analysis equipment. University of Tasmania, P.O. Box 252 C, G.P.O., Hobart, Tasmania. WTD 10/28/66.

● **KOREA**—Supply of 28 sets of theodolites, 140 sets of telescopic alidades, 140 sets of compensating planimeters. Tender No. KFX-6189-S, bid deadline Dec. 13. Office of Supply, Government of the Republic of Korea, Seoul.★ (Telephone: 202-WO 7-2939).

382 Instruments for measuring, controlling, indicating physical characteristics

MOROCCO—Equipment for measuring continuously the humidity rate of phosphate rock coming out of drying furnaces, on conveyor belts or in stockpiles. Maximum temperature (T°C): 100°C; humidity rate: min. 0.9 to 2%; max. 16%; average density: 1.36. Requests replies in French. Directeur General de, l'Office Cherifien des Phosphates, (OCP) (government agency), 305 Avenue, Mohammed V, Rabat. WTD 2/5/65.

384 Surgical, medical, dental instruments

AUSTRALIA—Medical, surgical, ophthalmic, and veterinary instruments, apparatus. University of Tasmania, P.O. Box 252 C, G.P.O., Hobart, Tasmania. WTD 10/28/66.

● **GREECE**—Supply of three units consisting of furnaces for dry sterilization, liquid sterilization, speedy sterilization and water softening, tool washing and sterilizing units; 24 metallic boxes for surgeons' lavatories. Tender No. 40/66, bid deadline Dec. 23. Institute of Social Insurance (IKA), Supply Dept., 8 Aghiou Konstantinow St., Athens.★ (Telephone: 202-WO 7-2939).

● **IRAN**—Supply of 800 miner's electric safety cap lamps; certified fire damp-proof safety factor. Tender No. A/1814, bid deadline Jan. 30. Submitted by Iranian Steel Corp., Ministry of Economy, Tehran.★ (Telephone: 202-WO 7-2939).

396 Costume jewelry, novelties, buttons, notions

SWEDEN—Nylon zippers, 22" for women's dresses; 20,000 annually. AB Erik Winther (manufacturer), Goteborgsvagen 8, Boras. WTD 10/28/66.

506 Electrical goods

SPAIN—Electric switches for electrically igniting gas stoves, other gas household appliances. Direct purchase and/or license to manufacture. Mayc, S.A. (manufacturer), Barrio San Martin, s/n. Vergara, Guipuzcoa. WTD 10/26/66.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

204 Grain mill products

HONDURAS—Semolina for manufacture of macaroni, spaghetti. Prices requested c.i.f. Honduran port. Columbia Agencies—Mariano Aguilar O. (distributor), Apartado Postal No. 687, Tegucigalpa, D. C. WTD 11/9/66.

213 Tobacco, snuff

THAILAND—Virginia and Burley leaf tobacco. Requests f.o.b., c.i.f. quotations. S. Thavisin & Associates Co. Ltd. (importer), 132/8 Soi Rangnam, Sri Ayuthya Rd., Bangkok. WTD in preparation.

222 Broad woven fabric mills, manmade fiber, silk

AUSTRIA—Home decoration fabrics, glass fiber fabrics, rubber, non-rubber elastic fabrics. Requests catalogs, quotations c.i.f. European port or f.o.b. Austrian border. Requests replies in German. Cuno K. Walter (importer, wholesaler, manufacturers' representative), Hauptplatz 23, A-9500 Villach. WTD 5/2/66.

SWEDEN—Cotton textile piece goods or synthetic fibers. Ake Adelby AB (importer, retailer, sales agent), Blasieholmstorg 14, Stockholm. WTD 11/4/66.

225 Knitting mills, products

AUSTRIA—Knitted and tricot underwear for men, women, children; bathing suits and beach wear. Requests catalogs, quotations c.i.f. European port or f.o.b. Austrian border. Requests replies in German. Cuno K. Walter (importer, wholesaler, manufacturers' representative), Hauptplatz 23, A-9500 Villach. WTD 5/2/66.

228 Yarn, thread mills, products

NORWAY—Yarns, crepe, polyester, nylon, undyed and dyed. H. L. Holler (manufacturer's agent), 1 Slottsgaten, Bergen. WTD 1/6/66.

234 Women's, misses', children's, infants' undergarments

AUSTRIA—Foundation garments, underwear, nightwear, particularly synthetic fabrics. Requests catalogs, quotations c.i.f. European port or f.o.b. Austrian border. Requests replies in German. Cuno K. Walter (importer, wholesaler, manufacturers' representatives), Hauptplatz 23, A-9500 Villach. WTD 5/2/66.

238 Apparel, accessories

AUSTRIA—Rain and sportswear for men, women, children. Requests catalogs, quotations c.i.f. European port or f.o.b. Austrian border. Requests replies in German. Cuno K. Walter (importer, wholesaler, manufacturers' representative), Hauptplatz 23, A-9500 Villach. WTD 5/2/66.

306 Fabricated rubber products

PAKISTAN—Conveying belts. Requests catalogs, quotations, c. & f., Karachi. I. & S. Corp. (importer), 2nd Floor, Dada Chambers, Bunder Rd., Karachi 2. WTD 8/11/65.

322 Glass, glassware

AUSTRALIA—Glassware, kitchen utensils. Kennard Bros. Pty. Ltd. (importer, wholesaler), 29-31 O'Riordan St., Alexandria, N.S.W. WTD 11/16/66.

HONDURAS—Glass houseware including ashtrays, glasses, vases, etc. Pan American Agencies (manufacturers' representative), Leon C. Funes, Apartado Postal 54, San Pedro Sula. WTD 11/4/66.

326 Pottery, related products

AUSTRALIA—Chinaware, kitchen utensils. Kennard Bros. Pty. Ltd. (importer, wholesaler), 29-31 O'Riordan St., Alexandria, N.S.W. WTD 11/16/66.

HONDURAS—Semivitreous and vitreous china household tableware; earthenware kitchen articles for preparing, serving or storing food or drink. Pan American Agencies (manufacturers' representative), Leon C. Funes, Apartado Postal 54, San Pedro Sula. WTD 11/4/66.

329 Abrasive, asbestos, nonmetallic mineral products

PAKISTAN—Emery grain 90, 120, and powder flour O. Hope and Heal (distributor, manufacturer), Cantonment Rd., Sialkot 1. West Pakistan. WTD 1/19/66.

342 Cutlery, hand tools, general hardware

AUSTRALIA—Kitchen utensils. Kennard Bros. Pty. Ltd. (importer, wholesaler), 29-31 O'Riordan St., Alexandria, N.S.W. WTD 11/16/66.

353 Construction, mining, materials handling machinery, equipment

PAKISTAN—Fork lift trucks, tow tractors. Requests catalogs, quotations, c. & f., Karachi. I. & S. Corp. (importer), 2nd Floor, Dada Chambers, Bunder Rd., Karachi. WTD 8/11/65.

355 Special industry machinery

PAKISTAN—Machinery and equipment for production of alloy-tipped fountain pen nibs. Requests catalogs, quotations. Niger Industries (importer), 2/70-G, P.E.C.H.S., Karachi 29. WTD in preparation.

356 General industrial machinery

AUSTRALIA—Oil firing equipment: oil burners, high intensity burners, combustors; gas firing equipment, for natural gas; special metallurgical furnaces. Thermic Appliances Pty. Ltd. (importer, manufacturer, retailer), 42 Parkes St., Manly Vale, N.S.W. WTD 10/27/66.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

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357 Office, computing, accounting machines

AUSTRALIA—Bathroom scales. Kennard Bros. Pty. Ltd. (importer, wholesaler), 29-31 O'Riordan St., Alexandria, N.S.W. WTD 11/16/66.

363 Household appliances

HONDURAS—Household equipment, appliances including ranges, hot plates, grills, percolators, toasters, food mixers, coffee makers, lamps. Pan American Agencies (manufacturers' representative), Leon C. Funes, Apartado Postal 54, San Pedro Sula. WTD 11/4/66.

365 Radio, television receiving sets

FRANCE—Recorders for use in geophysics. Radio-Electronique-Service (Raymond Werts) (importer, manufacturer, wholesaler), 53, Rue des Meuniers, 94 Vincennes. WTD 4/6/66.

366 Communication equipment

PAKISTAN—Radio equipment, supplies for use in aircrafts. Requests catalogs, quotations, c. & f., Karachi. I. & S. Corp. (importer), 2nd Floor, Dada Chambers, Bunder Rd., Karachi 2. WTD 8/11/65.

399 Manufacturing industries

SWEDEN—Mountable display systems, other equipment for exhibits. Institutionen for Marknadsutveckling AB (retailer), P.O. Box 7204, Stockholm 7. WTD 10/24/66.

739 Business services

SWEDEN—Swedish consultant engineers in heat, ventilation and sanitary installation field, and general machine construction, offer their services to companies initiating projects in Sweden or other European locations. Svenska Maskin & VVS-bolaget (consultant engineers), Grev Turegatan 30, Stockholm 5. WTD 11/1/66.

Leads for Importers

Commodities are offered direct unless specified

208 Beverage industries

FRANCE—Syrups, pure sugar, in glass bottles (75 centiliters, or 37.5 centiliters each), packed for export trade in cardboard containers; trade mark "Sirops Rex"; moka, mint, grenadine, other flavors. Wholesale exportation; preferably through direct sales. Maison Rene Pecner Fils (producers, wholesalers), 2 Rue du Sablon; 16- Cognac, Charente. WTD 3/31/66.

262 Paper mills, products

SWEDEN—Company is interested in exporting or finding an American agent for its line of kraft paper, envelope paper, bag paper, raw paper for one-time carbons, raw paper for labeling, chlor and acid free paper. Rottneros AB, Fack, Karlstad 1.

356 General industrial machinery

GERMANY—Antifriction bearings, steel balls and ball retainers. Price quotations f.o.b. Hamburg or Bremen. Descriptive brochure available from Trade Opportunities Staff, BDSA 624, Rm. 4203, U.S. Department of Commerce, Washington, D.C. 20230. Praezision-Werke Brueninghaus & Co. KG. (manufacturer, exporter), 214/218 Detmolder Strasse, or Postfach 6626, 48 Bielefeld. WTD 10/18/66.

509 Wholesalers

BRAZIL—Lounge chairs, arm chairs, executive chairs, sofas, leather-upholstered furniture, single and double modern and antique beds, wardrobes, chest of drawers, office desks, bookcases, cabinets, coffee tables, round tables, wall combination furniture. Hepplewhite furniture in mahogany or jacaranda, steel-legged furniture, complete bar sets. Moveis Minart S.A., Avenida do Contorno 10185, Belo Horizonte, Minas Gerais, or Mauricio Prazeres, 406 East 71 #7, New York 21, N.Y. WTD 11/8/66.

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Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

ARGENTINA—Dr. Julio E. Alvarez Villaluenga, representing Col. Eugenio Schettini, Mayor of Buenos Aires, and Ente Realizador del Mercado Central de Buenos Aires, Libertad 1358, 4° Piso H, Buenos Aires, **interested in studying New York and Philadelphia central wholesale produce marketing operations,** and requesting technical information. Dec. 5 via New York for one week. C/o Statler Hilton, 7th Ave. & W. 33rd St., New York, N. Y. 10001 or the Argentine Consulate General in New York. Itinerary: New York, Philadelphia.

Hugo De Falco, Dunbar S.R.L., Parera 145, Buenos Aires, **interested in developing a U.S. market for antique style furniture.** Nov. 19 via New York for two months. C/o 90 West St., New York 6, N. Y. Itinerary: New York 11/19-30; Chicago 12/1-5; New York 12/6-25; Chicago 12/26-1/15. WTD 11/15/66.

FRANCE—Henry Trouillard, representing Acieries de Gennevilliers, 119 Avenue Louis Roche, Gennevilliers, Seine, **interested in licensing agreements for manufacture in France of high-grade steel castings and distribution arrangements for same and other mechanical and electrical equipment used on materials handling and hoisting equipment such as traveling bridges and cranes.** Dec. 10 via New York for 15 days. C/o Hotel Plaza, 5th Ave. at W. 59th St., New York, N. Y. 10019. Itinerary: New York City. WTD 6/16/65.

SWITZERLAND—Dr. Darius Weber, Director, BLG—Basel Warehouse & Forwarding Co. Ltd., Basel, **interested in contacting U. S. forwarders to discuss establishing freight container service between inland terminals in Europe and the United States, and in expanding air and maritime freight traffic with U. S. counterpart.** Nov. 28 via New York for two to three weeks. C/o Statler Hilton, 7th Ave. & W. 33rd St., New York, N. Y. 10001 or c/o Palmer House, 17 E. Monroe, Chicago, Ill. 60690. Itinerary: 11/28-12/7 New York; 12/8, 9 Chicago; 12/10 New York, departure date not decided. WTD in preparation.

New Trade Lists

The Bureau of International Commerce has published the following new trade lists of which mimeographed copies may be obtained by firms domiciled in the United States from BIC-916, U.S. Department of Commerce, Washington, D.C. 20230, and from Department of Commerce Field Offices. The price is $1 a list for each country. All are dated November.

Aircraft and Aeronautical Equipment—Importers and Dealers—Lebanon.

Aircraft and Aeronautical Equipment—Importers and Dealers—Malaysia.

Architects, Builders, Contractors and Engineers—Republic of South Africa.

Automotive Vehicles and Equipment—Importers and Dealers—Algeria.

Alcoholic Beverages—Importers and Dealers—The Netherlands.

Business Firms—Iceland.

Clothing Manufacturers—Argentina.

Dairy Producers—France.

Feedstuffs—Importers, Dealers and Manufacturers—Argentina.

Feedstuffs—Importers, Dealers and Manufacturers—Nicaragua.

Fertilizers—Importers, Dealers, Manufacturers and Exporters—Israel.

Fertilizers—Importers, Dealers, Manufacturers and Exporters—Malaysia.

Foreign Trade Corporations—Czechoslovakia.

Household Appliances—Importers and Dealers—Switzerland.

Jewelry, Silverware, Timepieces and Giftware—Importers and Dealers—Italy.

Lumber, Plywood and Veneer—Importers, Dealers and Exporters—Hong Kong.

Men's and Ladies' Custom Tailors—Hong Kong.

State Trading Organizations—Hungary.

New Books and Reports

***ICAP 1966 Financial Directory of Greek Companies.* Published by ICAP. 368pp. $9.75.**

This Greek-English directory provides complete information for the foreign businessman about all Greek corporations and limited liability companies in the fields of banking, insurance and industry. More than 2200 entries are included, with summary tables of basic financial data of companies classified by industry, a list of the 100 largest Greek companies and details on foreign investment and licensing connections of the companies in each industry.

A companion volume will appear in 1967 and cover fishing, mining, wholesale and retail trade, transportation, building and tourism. Both volumes can be ordered for $15.

Write: ICAP Corporation, 375 Park Avenue, New York, N.Y. 10022.

***North Atlantic Container Experiment 1966.* By the Maritime Administration, U.S. Department of Commerce, the National Facilitation Committee, and the National Ports Council of Great Britain. Taurus Press, Great Britain. 24pp. Free.**

Results of the international Through Container Project, an experimental movement of goods by container from inland points in the United States to inland points in the United Kingdom and return, have been compiled and evaluated in this final report.

The experiment was sponsored in the United States by the Maritime Administration in cooperation with the National Facilitation Committee and in the United Kingdom by the National Ports Council of Great Britain. The experiment's purpose was to develop information useful in planning future container traffic and to discover through practical experience what problems might impede international container movements.

Limited copies are available. **Write:** Maritime Administration, Room 3037, General Accounting Office Building, Washington, D.C. 20235.

***California Directory of Exporters and Importers 1966-67.* Published by the World Trade Authorities Coordinating Council. 432pp. $10.**

This basic guide to the $4 billion annual export-import trade of the state of California contains a listing of 6000 California firms and the products they handle, 500 entries in the product index, 400 product groups in English, French, Spanish, German and Japanese, and a list of overseas representatives.

Write: California World Trade Authorities, Room 329, World Trade Center, San Francisco, Calif. 94111. (Add 4% tax when ordering from within California.)

***International Comparisons of Real Incomes.* By Dr. Wilfred Beckerman. Published by the Organization for Economic Cooperation and Development, Paris. $1.50.**

A four-part study of feasible methods for improving international comparison of real incomes was undertaken as part of the OECD's research work on the processes of world economic development. Because national accounts figures in most developing countries are unreliable and exchange rates are a poor reflection of purchasing power, due to inflation and exchange control, the per capita income figures officially available are not an adequate basis for a realistic assessment of per capita income or consumption.

Dr. Beckerman defines the problem and considers the various solutions attempted from Colin Clark's "international unit" proposal in 1937 up to the present day. In Part III he discusses the various methods that might be employed in the future, and in Part IV proposes a "modified nonmonetary indicator method."

A bibliography and statistical tables complete the study.

Write: OECD Publications Center, Suite 1305, 1750 Pennsylvania Ave. NW., Washington, D.C. 20006.

***Taschenbuch des Oeffentlichen Lebens 1966.* Edited by Dr. Albert Oeckl. A handbook in German of public agencies and services. Sixteenth edition. Published by Festland Verlag G.m.b.H., Bonn. 698pp. $5.70**

The latest edition of this annual handbook contains a comprehensive directory of names of over 8000 leaders in German business, government, labor, politics, religion and the arts.

The book also lists the names and addresses of government agencies; business, trade and industrial associations; religious, labor and professional organizations; and organizations concerned with broadcasting, journalism, publishing and the arts.

The publication is a concise, current reference manual of public agencies and economic and trade associations, as well as other central organizations of importance in most other areas of Germany's public life.

Write: Festland Verlag G.m.b.H., 53 Bonn, Postschliessfach 649, Federal Republic of Germany.

New International Customs Journals available

Country	Number	Hardcover	Microfiche
Panama	PB 173292	$4.00	$ .75
Israel	PB 173293	5.00	1.00
France	PB 173294	6.00	1.50
Pakistan	PB 173295	4.00	.75
Philippines	PB 173296	4.00	.75
Turkey	PB 173297	4.00	1.00
Chile	PB 173298	5.00	1.00
Paraguay	PB 173299	3.00	.75
HongKong	PB 173300	1.00	.50
Lebanon	PB 173301	4.00	1.00
Venezuela	PB 173302	5.00	1.00
Brazil	PB 173303	5.00	1.00
New Zealand	PB 173304	6.00	1.25
Iraq	PB 173305	4.00	.75
Thailand	PB 173306	4.00	.75
Iran	PB 173307	3.00	.75

Write: Clearinghouse for Federal Scientific and Technical Information, U.S. Department of Commerce, Springfield, Va. 22151 (Attn: Code 410.11.)

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Calendar *for international traders*

BETHESDA, Md.—Dec. 8—In-Office Foreign Seminar. Sponsors: REEC; Maryland National Bank; Commerce Field Office.

CEDAR FALLS, Iowa—Dec. 7—Foreign Trade Bureau, 10 a.m., Chamber of Commerce Office.

CHICAGO—Dec. 7—In-Office Meeting, Commerce Field Office. Sponsors: REEC; Commerce Field Office.

CHICAGO—Dec. 8—International Trade Club luncheon, LaSalle Hotel. Speaker: John E. Carroll, American Heist & Derrick Co., St. Paul.

CHICAGO—Dec. 13—Auto Exporters' Club, Builders' Bldg.

CHICAGO—Dec. 14—Consultations with members of the U.S. Trade Mission to Hungary and Bulgaria, Commerce Field Office.

CHICAGO—Dec. 14—Overseas Licensing Seminar, 3-5 p.m., Light Center. Sponsor: International Trade Club.

DETROIT—Dec. 13—Export Marketing Workshop, 9:15 a.m.-12:15 p.m., Federal Bldg. Sponsors: REEC; Commerce Field Office.

DOYLESTOWN, Pa.—Dec. 12—International Trade Development Assn. monthly dinner meeting, 5:30 p.m., Conti Cross Keys Inn. **Speaker: Merritt Freeman, Bureau of International Commerce.**

DULUTH—Dec. 13—Export Club luncheon meeting, Noon, Hotel Duluth. Speaker: H. Robert Diercks, Cargill, Inc.

EUREKA, CALIF.—Dec. 16—Forest Products Export Conference, 9 a.m., Eureka Inn.

HONOLULU—Dec. 14—General Export Seminar, 10 a.m., 1022 Bethel St. Sponsors: REEC; Commerce Field Office.

JACKSON, Tenn.—Dec. 8—Export Workshop, Chamber of Commerce. Sponsors: REEC; Chamber of Commerce; Commerce Field Office, Memphis.

KANSAS CITY—Dec. 8—In-Office Workshop for New Exporters, Federal Office Bldg. Sponsors: REEC; Commerce Field Office.

LANSING, Mich.—Dec. 15—Meeting on participation in U.S. commercial exhibitions for Manufacturers of machine tools, food processing equipment and commercial refrigeration equipment, Conference Room, Michigan State Chamber of Commerce. Sponsors: Michigan State Senate Commerce Committee; Chamber of Commerce; U.S. Department of Commerce. **Speakers: Morton Schwartz and Richard Garnitz, Bureau of International Commerce.**

LIMA, Ohio—Dec. 14—Export Expansion Workshop, 10 a.m.-1:30 p.m. Sponsors: Northwest Orient Airlines; REEC; Chamber of Commerce; Commerce Field Office, Cleveland.

LOS ANGELES—Dec. 8—U.S.-Japan Trade Conference, Statler Hilton Hotel. Sponsor: U.S.-Japan Trade Council, Inc. Speaker: Anthony M. Solomon, Assistant Secretary of State for Economic Affairs.

Notice

To publicize local events concerning foreign trade in the "Calendar for International Traders," information should be submitted to this magazine at least 2 weeks before the date of the issue in which it appears. Please include time, place, sponsoring organization and special topic, if applicable. Meetings must be open to the public in order to be publicized in this space.

Write:
Editor,
International Commerce
Bureau of International Commerce
U.S. Department of Commerce
Washington, D.C. 20230.

MEMPHIS—Dec. 7—Mid-South Exporters' Roundtable, Hotel Claridge.

MINNEAPOLIS—Dec. 14—World Trade Assn. dinner meeting.

NEW YORK—Dec. 6—Meeting with international department officials of Chase Manhattan Bank, Chase Manhattan Plaza. Sponsors: Commerce Field Office; Chase Manhattan Bank.

NEW YORK—Dec. 6—FCIB Round Table Conference, 1:30 p.m., Advertising Club.

NEW YORK—Dec. 8—Overseas Auto Club meeting, Noon, Summit Hotel.

NEW YORK—Dec. 13—International Executives' Assn., luncheon, Hotel Statler Hilton. **Speaker: Commissioner Gerald D. O'Brien, Office of International Patent & Trademark Affairs.**

NEW YORK—Dec. 15—FCIB Drug, Chemical & Food Export Club Christmas luncheon meeting, 12:15 p.m., Advertising Club.

NEW YORK—Dec. 15—International Executives' Assn., Inc., Christmas Party, 6:15 p.m., Hotel Statler Hilton.

NEW YORK—Dec. 15—Swedish Chamber of Commerce Christmas luncheon, Biltmore Hotel.

NEW YORK—Dec. 20—FCIB Hardware-Auto & Allied Trades Group Christmas meeting and election of chairman for 1967, 12:30 p.m.

NEWARK—Dec. 13—International Business Seminar, Robert Treat Hotel. Sponsor: International Business Institute, Rutgers-The State University, New Brunswick.

PHOENIX—Dec. 15—In-Office Export Workshop, 10 a.m., New Federal Bldg. Sponsors: REEC; Commerce Field Office.

READING, Pa.—Dec. 14—Foreign Traders' Assn. dinner meeting.

SAN DIEGO—Dec. 7—REEC meeting and luncheon, 9:30 a.m., Stardust Hotel, Mission Valley.

SAN FRANCISCO—Dec. 7—General Export Seminar, 9:30 a.m., Rm. 13450, New Federal Bldg.

WILMINGTON, Del.—Dec. 13—World Trade Conference & Hungary-Bulgaria Trade Mission Terminal Conference, Hotel du Pont. Sponsors: Chamber of Commerce; Port of Wilmington; University of Delaware; Delaware State Development Dept.; Commerce Field Office, Philadelphia.

WINSTON-SALEM, N.C.—Dec. 8-9—Export Workshop, Wake Forest College. Sponsors: REEC; Wake Forest School of Business Administration.

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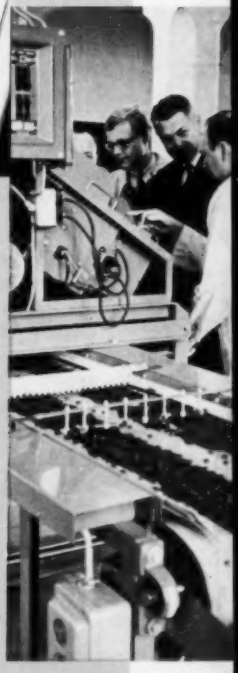

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The Field Office nearest you has detailed information and success stories on both types of Missions. Or, write directly to the Bureau of International Commerce, Washington, D.C. 20230